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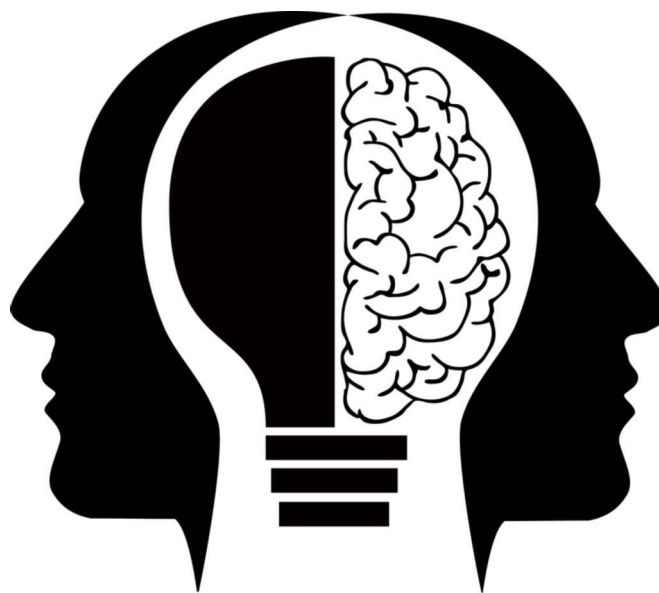
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ABSTRACTS

ANALYSIS ON THE INFLUENCE OF COLLEGE STUDENTS' PSYCHOLOGICAL INTERVENTION ON ALLEVIATING STUDENTS' ANXIETY

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Background: Anxiety disorder of college students is a very complex psychological and emotional disorder. Its clinical manifestations are usually motor agitation and sympathetic hyperactivity. The causes of the disease are depression, mental stimulation, personality, congenital heredity, etc., which are manifested in negative emotions such as anxiety, shame, disappointment, anxiety, fear and so on. After entering the university, college students are facing great changes in learning styles. At the same time, with the increase of learning pressure and learning tasks and their poor psychological tolerance, their mental health problems are becoming increasingly prominent. The international health organization claimed that the number of patients with anxiety and depression among college students still showed a growing law of change, and the incidence group showed a younger trend. With the increasingly serious phenomenon of students' anxiety, colleges and universities must take corresponding measures to intervene students' anxiety. At present, college teachers do not pay attention to students' psychological needs in the teaching process, which leads to a serious phenomenon of students' anxiety.

At present, the common psychological intervention programs include seven aspects. First, investigate the students' mental health status, family situation and living habits, find the students' psychological problems, evaluate the severity of psychological problems, and find the reasons to alleviate psychological pressure. Second, establish learning associations to guide students to fully understand the main causes of psychological anxiety and the negative effects of anxiety through a good atmosphere. Third, role play, assign each person corresponding roles and identities for communication and interaction. Fourth, cooperate with students to complete the game. Fifth, build a mental health support system and regularly organize mental health knowledge publicity to enable students to change their cognition and behavior. Sixth, pay attention to the physical and psychological needs of students, guide students to learn to actively communicate and interact, and master the methods to correctly eliminate anxiety. Seventh, behavior suggestion, which has a behavioral impact on the problem population through the behavior of the intervener.

Objective: This paper analyzes the effect of college psychological intervention program on students' anxiety disorder, in order to help students with anxiety disorder alleviate anxiety phenomenon and provide corresponding ideas for the formulation of college psychological intervention program.

Research objects and methods: According to the random grouping method, college students were divided into control group and experimental group. The control group received normal routine intervention scheme, while the experimental group adopted psychological intervention scheme. The number of students in each group was 60, and the intervention time was 3 months. The intervention effects of the two groups of students were AdaBoost. The intervention effect was evaluated by different levels of anxiety. The anxiety levels were set as no anxiety, mild anxiety, moderate anxiety and severe anxiety, and the corresponding scores were < 50 points, 50-59 points, 60-69 points and more than 69 points. In order to ensure the reliability of the obtained research results, the average value of all researchers is the final result.

Methods: This study analyzes the impact of college students' psychological intervention on alleviating students' anxiety through Excel data analysis software. In order to ensure the reliability of the research results, the research subjects include freshmen, sophomores, juniors and seniors.

Results: The anxiety of the experimental group before and after the intervention of the general scheme is shown in Table 1. It can be seen from Table 1 that the anxiety of the experimental group was significantly relieved before and after the intervention combined with the intervention scheme of psychology. Therefore, the intervention program combined with psychology can be applied to the subsequent improvement of students' anxiety. Teachers take corresponding measures and methods to reduce students' anxiety in the teaching process. First, create a good and relaxed classroom environment, quickly improve the ability of communication and expression, and reduce the anxiety of students themselves. Second, in classroom teaching, we should pay more attention to cultivating students' ability to actively answer questions, and encourage and praise students who are introverted and lack of confidence.

Conclusions: College students' anxiety disorder has been widely concerned by domestic experts and scholars. Moderate anxiety can help students improve their vigilance and determination to overcome difficulties, but excessive anxiety will damage their physical and mental health. College teachers need to

improve the teaching content and learning methods, and actively apply the knowledge related to psychology to reduce students' anxiety, so as to improve the learning ability and comprehensive quality of most students.

Table 1. The anxiety of the experimental group before and after the intervention of the general scheme

Type	Before	After 2 weeks	After 4 weeks	After 8 weeks	After 12 weeks
No anxiety	0	4	6	8	10
Mild anxiety	24	19	14	12	11
Moderate anxiety	28	26	27	26	23
Severe anxiety	8	11	1.3	14	16

* * * * *

ANALYSIS OF PSYCHOLOGICAL OBSTACLES AND ANXIETY RELIEF STRATEGIES OF GRASS-ROOTS DISCIPLINE INSPECTION STAFF IN COLLEGES AND UNIVERSITIES

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Background: Since the 18th National Congress of the Communist Party of China, the CPC Central Committee has strengthened its efforts to govern the party strictly, continuously promoted the policy of governing the party strictly, made it cover multi-level leadership from top to bottom, and continuously expanded and extended to the grass-roots level. The Party Central Committee and local governments have resolutely dealt with the problem of loose party governance by means of inspection and inspection. The party organization puts forward and emphasizes the core idea of strictly administering the party, that is, we need to put political discipline and political rules in the first place, strengthen the implementation of political supervision, and effectively punish corruption and relevant personnel with a strict attitude of zero tolerance on the basis of resolutely implementing and implementing the spirit of the eight provisions of the Central Committee. In this context, colleges and universities resolutely implement the guiding ideology and policy of the Party Central Committee in strictly administering the party, comprehensively strengthen strictly administering the party, and complete their basic task of Building Morality and cultivating people by maintaining the clean and positive political ecology of colleges and universities, so as to provide strong support for cultivating socialist successors. The discipline inspection staffs at the grass-roots level in colleges and universities occupy an important position in the work of strictly administering the party in colleges and universities. They should not only give play to the main responsibility of the Party committee in the construction of Party style and clean government, but also bear the corresponding supervision responsibility of the discipline inspection commission, and fully show the supervision probe role of the discipline inspection staff of grass-roots party organizations, in order to promote the in-depth development of comprehensively administering the party strictly. With the continuous reform of the discipline inspection system in colleges and universities, higher requirements are put forward for the discipline inspection staff at the grass-roots level. The discipline inspection staff at the grass-roots level in colleges and universities should not only have high political professional quality and political theoretical literacy, but also master all kinds of professional knowledge, including party rules and discipline, laws and regulations, financial audit and so on. In the daily discipline inspection work, due to the lag of professional guidance and insufficient professional training, it is difficult for the grass-roots discipline inspection staff in colleges and universities to carry out their work, and it is difficult to play a strong role in discipline inspection and supervision, which leads to the problems of psychological obstacles and anxiety of the grass-roots discipline inspection staff in colleges and universities.

Objective: The psychological obstacles and anxiety of grass-roots discipline inspection staff in colleges and universities will have a negative impact on their discipline inspection and supervision to a certain extent. In order to improve the work efficiency of grass-roots discipline inspection staff in colleges and universities, ensure the smooth development of discipline inspection and supervision, and achieve better discipline inspection and supervision results, this study will explore the causes of psychological obstacles and anxiety of grass-roots discipline inspection staff in colleges and universities, and put forward corresponding solutions, aiming to eliminate the psychological obstacles of grass-roots discipline inspection staff in colleges and universities, eliminate their anxiety and truly implement the work related to

comprehensively and strictly administering the party.

Research object and method: 120 grass-roots discipline inspection staff were randomly selected from five universities, and 24 from each university. Analyze the potential psychological obstacles and their performance of all grass-roots discipline inspection staff in discipline inspection and supervision, and compare the psychological obstacles and anxiety performance of grass-roots discipline inspection staff before and after intervention.

Research design: One-to-one psychological counseling intervention was conducted for all grass-roots discipline inspection staff on the basis of giving them traditional lectures and training on psychological disorders. After 3 months of intervention, Self-rating Anxiety Scale (SAS) was used to evaluate and analyze the relief of anxiety.

Methods: Before and after the psychological counseling experiment, the SAS scores of grass-roots discipline inspection staff in colleges and universities were collected and analyzed by Excel software and SPSS23.0 software.

Results: Before psychological counseling, the number of discipline inspection staff without anxiety was only 14, and the number of people with moderate anxiety, severe anxiety and extreme anxiety were 27, 16 and 3 respectively, which showed that the anxiety symptoms of this group were more serious. After psychological counseling, the anxiety of discipline inspection staff at the grass-roots level in colleges and universities has been significantly improved. The number of discipline inspection staff with severe and moderate anxiety has decreased significantly ($P < 0.05$), the number of extreme anxieties has decreased to 0, and the number of people without anxiety has increased to 37, accounting for 61.67%. The changes of the proportion of discipline inspection staff at the grass-roots level in different anxiety before and after the intervention are shown in Table 1.

Table 1. Anxiety status before and after the psychological counseling [n (%)]

Intervention time	Without anxiety	Mild Anxiety	Moderate anxiety	Severe anxiety
Before the psychological counseling	14(23.33)	27(45.00)	16(26.67)	3(5.00)
After the psychological counseling	37(61.67)	17(28.33)	6(10.00)	0(0.00)

Conclusions: The causes of psychological disorders of grass-roots discipline inspection staff in colleges and universities are diverse, and their psychological disorders and anxiety will have a great negative impact on Discipline Inspection and supervision. The combination of psychological disorder lectures and training with one-to-one psychological counseling can significantly reduce the number of people with severe and moderate anxiety, effectively alleviate the anxiety of grass-roots discipline inspection staff, and finally achieve the lofty goal of comprehensively administering the party strictly and developing in depth in colleges and universities.

* * * * *

A STUDY ON PSYCHOLOGICAL RESILIENCE AND LEARNING ENGAGEMENT OF BEHAVIOR DISORDER STUDENTS MAJORING IN PRESCHOOL EDUCATION

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Background: Behavioral disorder refers to the abnormal behavior of individual activities under the influence of psychological disorder. According to the main manifestations of behavioral disorders, they can be divided into two types: psychomotor inhibition and psychomotor excitement. The behavioral disorder of psychomotor inhibition refers to the abnormal behavior of patients who show both action block and speech inhibition at the same time. Its main symptoms include stiffness, posture, disobedience, imitation and stereotype. The external behavior is reflected in the obvious reduction of movement, rigid and fixed posture, special expression or posture difficult to be understood by others, resistance to the required target action Keep repeating the corresponding actions or words, and be keen to imitate the words or actions of others meaninglessly. The behavioral disorder of psychomotor excitement mainly refers to the significant increase of meaningless speech actions, which can be divided into two types: coordinated and uncoordinated, which are respectively manifested in the coordination and order of speech actions and the disorder of speech actions. In their daily study and life, students majoring in preschool education often produce certain negative emotions and even psychological obstacles of different severity due to excessive

learning pressure, strong complexity of knowledge and skills, and slim employment prospects, which eventually lead to a series of behavioral obstacles. Students with behavioral disorders in preschool education major show diversified behavioral disorders, which will have a great negative impact on their training and improvement of knowledge and skills, learning initiative and enthusiasm. The learning outcomes of students with behavioral disorders in preschool education are closely related to their psychological resilience, learning investment and other factors, and their psychological resilience and learning investment will be negatively affected by behavioral disorders, which will hinder the all-round development of students with behavioral disorders in preschool education.

Objective: In the daily study and life of students with behavioral disorders majoring in preschool education, behavioral disorders will have a great negative impact on their normal learning, interpersonal communication and so on. In order to improve the psychological resilience and learning investment of students with behavioral disorders in preschool education and ensure their learning effect and rapid mastery of knowledge and skills It is necessary to carefully analyze the characteristics and causes of their behavioral disorders, and explore their specific impact on psychological resilience and learning investment, so as to eliminate their behavioral disorders and improve their mental health level. Finally, the purpose of enhancing students' psychological toughness and learning investment is achieved.

Research objects and methods: 420 students with behavioral disorders majoring in preschool education were selected from four colleges and universities. The behavioral disorders in their study and life were analyzed, and the changes of their psychological resilience and learning investment under the influence of behavioral disorders were explored. Aiming at 420 students with behavioral disorders majoring in preschool education, this paper puts forward and implements the mitigation plan of behavioral disorders, in order to accurately evaluate and analyze the impact and improvement of their psychological resilience and learning investment.

Research design: Targeted psychological counseling and behavioral disorder mitigation measures were taken for students with behavioral disorders majoring in preschool education, and the changes of students' psychological resilience and learning investment before and after intervention were counted and analyzed.

Methods: Before and after the intervention, the adolescent psychological resilience scale and learning investment scale were used to collect the relevant data of college students, and the Excel software was used for calculation and analysis to obtain the changes of psychological resilience and learning investment data of behavior disorder students in preschool education.

Results: The scores of students' Psychological Resilience Scale (PRS) and learning investment scale before and after the intervention were statistically analyzed, and the comparison results shown in Table 1 were obtained. According to Table 1, the scores of students' Psychological Resilience Scale before intervention were low. After intervention, the minimum, maximum and average scores of Psychological Resilience Scale showed significant improvement, increasing to 2.77, 5.00 and 4.13 respectively. In terms of the score of learning input scale, the average score of students' learning input scale increased from 3.09 before the intervention to 6.54 after the intervention, with an increase of 111.65%. This shows that targeted psychological counseling and behavior disorder mitigation measures can effectively improve the psychological resilience and learning investment of behavior disorder students majoring in preschool education.

Table 1. Changes of students' scores of Psychological Resilience Scale and learning investment scale before and after intervention

Comparison items	Before intervention			After intervention		
	Minimum value	Maximum	Mean value	Minimum value	Maximum	Mean value
Psychological resilience scale	1.87	2.61	2.15	2.77	5.00	4.13
Score of learning engagement scale	1.29	4.76	3.09	4.85	7.00	6.54

Conclusions: There is a certain correlation between the psychological resilience and learning investment of students with behavioral disorders in preschool education. With the effective intervention of psychological counseling and behavioral disorder mitigation measures, the scores of students' psychological resilience and learning investment scale can be significantly improved. The two interact to eliminate behavioral disorders and improve the level of mental health.

* * * * *

INVESTIGATION ON RISK COGNITION, ANXIETY AND DEPRESSION OF PATIENTS WITH FEVER DURING COVID-19 FROM THE PSYCHOLOGICAL PERSPECTIVE OF COGNITIVE IMPAIRMENT

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Background: Compared with other mental diseases, cognitive impairment diseases are often ignored in clinical practice, mainly because clinicians simply regard the cognitive impairment of college students as a cognitive psychological factor at the level of etiology category. However, as a kind of mental disease, cognitive impairment does not have more significant external manifestations like the conventional psychological, emotional, behavioral and physical disorders. On the contrary, cognitive impairment disease is to adapt to unhealthy cognition and produce the concept of maladjustment, and its clinical manifestations are more recessive. Therefore, it has a considerable challenge for clinical diagnosis. At the specific level, no matter what form of cognitive content, as long as it can cause psychological obstacles, it is cognitive obstacles. Of course, from the performance of cognitive impairment, it can not only lead to physical discomfort, but also lead to the coexistence of psychological disease and physical discomfort. Generally, cognitive psychological disorders include: primary cognitive impairment and secondary cognitive impairment. The so-called primary cognitive impairment is mainly the cognitive impairment disease before physical behavior discomfort, which is manifested in strong awareness of disease prevention, excessive anxiety and destructive bad ideas. Secondary cognitive impairment mainly refers to the cognitive impairment disease after physical behavior discomfort, which is manifested in various physical pain, digestive system symptoms, cardiovascular system symptoms and so on, which reduces the patient's psychological function and the patient's adaptability to the external environment. According to the classification of cognitive types, cognitive impairment diseases can be divided into: perception disorder and thinking disorder. Among them, sensory impairment is mainly manifested in the stimulation of the external environment, especially the stimulation understood as a threat by patients, which is in a highly sensitive state. The main manifestation of thinking disorder is that they insist that they are in a morbid state, give themselves great psychological pressure, and do not believe in the effect of their clinical treatment.

COVID-19 pandemic has caused great harm to individuals, economy and society. It has made countless lives disappear, exacerbated the existing division, and exposed that many business models are infeasible. In addition, it has had a strong impact on the seemingly solid corporate principles that have guided our thinking for decades. It's hard for our brains to fully understand what's happening. In this situation, that is to say, in the period of COVID-19 epidemic, fever patients will fall into a state of great panic because they are unable to determine whether they are infected with COVID-19, showing symptoms of anxiety and depression, and even serious cognitive impairment. In view of this, based on the perspective of cognitive impairment psychology, this study carried out an investigation on the risk cognition, anxiety and depression of fever patients during COVID-19, in order to clarify the risk factors of fever patients and cognitive impairment problems during COVID-19, so as to fundamentally alleviate the anxiety and depression of fever patients during COVID-19, and improve the risk cognition of fever patients at the same time.

Objective: Based on the perspective of cognitive impairment psychology, investigate the risk cognition, anxiety and depression status of fever patients during COVID-19, and on this basis, analyze the risk factors of fever patients and cognitive impairment problems during COVID-19, so as to improve the anxiety and depression status of fever patients and improve the risk cognition status of fever patients.

Research objects and methods: Through random sampling, 40 patients with fever during COVID-19 were selected from four hospitals, a total of 160. The fever patients who participated in this study were investigated by questionnaire. 160 questionnaires were distributed, and the questionnaire recovery rate was 100%. Based on the background of cognitive impairment, the correlation between anxiety and depression of febrile patients during COVID-19 and their cognitive impairment was studied. Among them, the depression and anxiety of fever patients were detected by SCL-90 scale, and the cognitive impairment of fever patients was detected by MOCA scale.

Methods: Through SPSS22.0 correlation between anxiety and depression and cognitive impairment of febrile patients during COVID-19 was obtained by data statistical analysis software.

Results: Figure 1 shows the correlation between anxiety and depression and cognitive impairment in febrile patients during COVID-19. On the whole, the anxiety and depression of febrile patients during COVID-19 is positively correlated with their cognitive impairment, indicating that the anxiety and depression of febrile patients during COVID-19 is easy to develop into cognitive impairment, which should be paid full attention to in the process of clinical treatment.

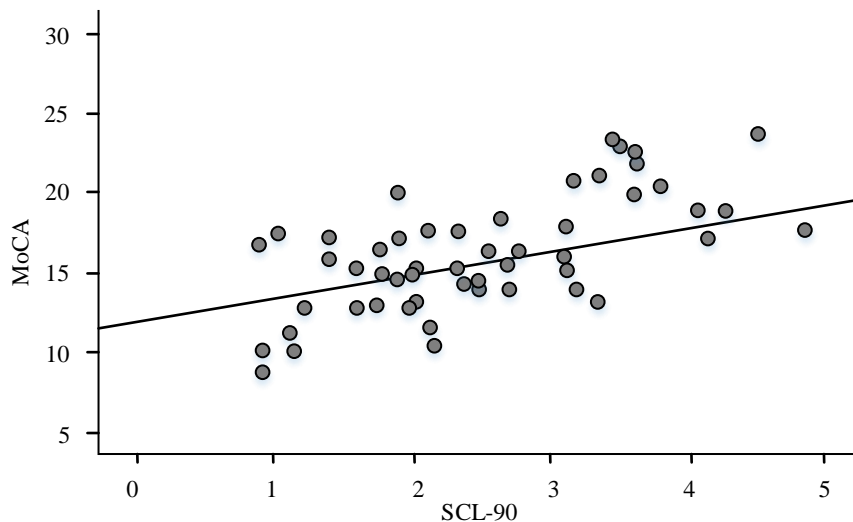


Table 1. Correlation between anxiety and depression and cognitive impairment in febrile patients during covid-19

Conclusions: From the perspective of cognitive impairment psychology, this paper analyzes the psychological anxiety and depression of fever patients during COVID-19 and the risk factors for the development of cognitive impairment. The results show that the anxiety and depression of fever patients during COVID-19 are positively correlated with their cognitive impairment, indicating that the anxiety and depression of fever patients during COVID-19 are easy to develop into cognitive impairment. In order to improve the anxiety and depression of febrile patients and the risk cognition of febrile patients, full psychological attention and psychological construction should be given to febrile patients during COVID-19 in clinical treatment.

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ANALYSIS ON THE DILEMMA OF GRASS-ROOTS PARTY CONSTRUCTION IN COLLEGES AND UNIVERSITIES AND THE SOURCE OF STAFF ANXIETY

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Background: Anxiety, as a common psychological condition of people, is usually caused by a premonition of something ominous or unpleasant. It is mainly manifested in tension, disappointment, uneasiness, fear, shame, depression and entanglement. Not only that, people's anxiety can also cause physiological changes, including uncontrollable limbs, stuttering of language expression, distortion of facial expression and so on. In short, anxiety psychology is an emotional experience closely related to the human autonomic nervous system. Excessive anxiety can easily lead to physiological and psychological abnormalities. In short, anxiety refers to the inability to achieve the expected purpose, and then fail to achieve the goals set by yourself. It is not very successful to overcome the threats from all aspects, which has caused a great blow to self-esteem and self-confidence, and formed tension, leading to upset, depression or some emotional state of psychological fear. Moreover, people's anxiety psychology is mainly composed of three parts: threatening or uncertain emotional experience, cognitive performance of fear and physiological arousal. From the perspective of psychology, the increase of anxiety value will lead to distraction and block of attention, disturb the results of brain memory and thinking, and make people show anxiety, tension, indecision and disturbing emotional changes. In severe cases, it can even lead to neurological dysfunction and mental disorders. According to people's psychological reaction, it can be divided into cognitive anxiety and physical anxiety. Cognitive anxiety refers to people's thinking or worrying about the surface of things. It is the consciousness of emotional consciousness. Physical anxiety is from a physiological and psychological point of view, such as straightforward awakening, manifested in physical stiffness, trembling, unstable heartbeat, uneven breathing, sweating of hands and feet, stomach pain and so on. In short, people's anxiety has

attracted extensive attention in various fields of work.

Some studies have pointed out that when facing the plight of grass-roots party construction in colleges and universities, staff often have anxiety. The reason is that in the actual work process, grass-roots party construction workers in colleges and universities often feel self-contradiction, which is mainly manifested in the contradiction between egoism and demand dependence, and the contradiction between strong learning desire and work ability. And the contradiction between their own negative emotions and rational knowledge. In this regard, some studies have pointed out that adding psychological education to the grass-roots party construction in colleges and universities is of positive significance to solve the anxiety of staff. In view of this, this study points out the plight of grass-roots party construction in colleges and universities and the source of staff anxiety, and analyzes the necessity of constructing the working mode of “grass-roots party construction + psychological education” in colleges and universities, in order to fundamentally alleviate or overcome the psychological problems of grass-roots party construction staff, so as to cultivate more excellent talents of grass-roots party construction for our country.

Objective: In order to fundamentally alleviate or overcome the psychological anxiety of grass-roots party construction workers, this study designed the working mode of “grass-roots party construction + psychological education” in colleges and universities, which aims to adjust the anxiety of grass-roots party construction workers, so as to ensure the sustainable and stable development of grass-roots party construction in colleges and universities and the continuous input of mental health talents for China’s socialist construction.

Research objects and methods: This study combines the methods of investigation and empirical analysis, selects a group of 100 grass-roots party construction workers in colleges and universities as the research object, and is randomly divided into the control group (50) and the experimental group (50). The psychological anxiety status of grass-roots party construction workers is measured in combination with the diagnostic test of anxiety tendency. The scale contains 100 questions, it includes eight dimensions: learning anxiety tendency, anxiety tendency towards people, loneliness tendency, self-blame tendency, allergy tendency, physical symptoms, phobic tendency and impulsive tendency. Among them, the control group implemented the working mode of “grass-roots party construction + psychological education”, while the control group did not intervene for 3 months. Compare and analyze the changes of anxiety psychology of grass-roots party construction workers in colleges and universities after march.

Methods: All data were processed using PASW18.0 software package and Excel 2007.

Results: Table 1 shows the changes of psychological anxiety of staff after the implementation of the working mode of “grass-roots party construction + psychological education” for three months. Overall, after the intervention in March, the psychological anxiety of grass-roots party construction workers in colleges and universities decreased significantly.

Table 1. Changes in psychological anxiety of staff after three months of intervention in the working mode of “grass-roots party construction + psychological education”

Project	Control group (n=50)	Experience group (n=50)	P
Anxious learning	8.17±3.71	6.15±2.32	0.000
Communication anxiety	4.19±3.25	3.63±2.23	0.000
Loneliness tendency	5.63±2.23	3.45±2.58	0.000
Self-reproach tendency	6.15±2.32	3.46±1.45	0.000
Sensitive tendency	6.42±3.71	3.45±2.58	0.000
Physical symptoms	6.88±2.23	3.46±1.45	0.000
Terrorist tendency	3.46±1.45	2.45±2.58	0.000
Impulsive tendency	3.45±2.58	1.46±3.25	0.000
Total score	41.09±17.34	35.91±19.71	0.000

Conclusions: The working mode of “grass-roots party construction + psychological education” can effectively alleviate the psychological anxiety of staff, and then is of great significance to the psychological construction of grass-roots party construction staff in colleges and universities. Therefore, in the practice of grass-roots party construction in colleges and universities, we should expand the content of psychological education, so as to ensure that the staff have healthy psychology, are not affected by negative anxiety, and well complete the important task of grass-roots party construction in colleges and universities.

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EFFECT OF COMMUNITY PENSION ON DEPRESSIVE PSYCHOSIS IN THE ELDERLY

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Background: Community elderly care is a new type of elderly care model. Its essence is a home-based elderly care system based on community service, including life care, housekeeping service, spiritual support and emotional regulation of the elderly, short-term community trusteeship and door-to-door service, combined with the operation experience of professional elderly care institutions. The establishment of community pension system needs to complete the arrangement of dining tables or canteens for the elderly, the establishment of medical service institutions for the elderly, the establishment of activity centers and marriage agencies for the elderly, and the establishment of institutions for the training and employment of elderly talents. Under the community pension model, the elderly can obtain more comprehensive and detailed services and psychological support, which is of great significance for the elderly with depressive psychosis due to widowhood, less contact with their children, introverted or lonely. Because the main clinical symptoms of depressive psychosis are depression, depression, pessimistic way of thinking, cognitive impairment, memory decline, etc., community elderly care services can provide more social activities and spiritual support and comfort for the elderly with depressive psychosis, which is important to alleviate their pessimism, depression Anxiety and other negative psychological activities play a significant role. They can also improve the immunity of the elderly with depressive psychosis, so as to reduce the severity of their illness and chronic diseases, and even reduce their potential risk of self mutilation and suicide.

Objective: To explore the role of community elderly care service in the treatment of depressive psychosis of the elderly, so as to find out the deficiencies existing in China's community elderly care system and institutions and the methods that can be further popularized, so as to provide practical and feasible reference opinions for improving the quality of community elderly care service and improving the construction of community elderly care work process and laws and regulations.

Participants and methods: A sample of elderly people with depressive psychosis was purchased from a professional data processor in China. All samples were divided into young elderly people (aged 60-74 years), medium elderly people (aged 75-89 years) and long-lived elderly people (aged no less than 90 years) according to the standards of the World Health Organization. Logistic regression analysis was carried out on three types of elderly samples, the dependent variable is whether suffering from depressive psychosis, and the independent variable is gender, age, pension mode (home-based pension, institutional pension, community pension), and community pension service level (poor, relatively poor, relatively good, good). To analyze the influence of pension forms on whether the elderly have depressive psychosis in different age groups.

Results: Multivariate logistic regression was performed on the data set, and the statistical results were obtained in Table 1.

Table 1. Multivariate logistic regression results of influencing factors of depressive psychosis in the elderly

Independent variable	Independent variable subdivision category	Regression coefficient	Standard error	P
Age group	Young and old people	0.346	0.151	0.258
	Middle aged people	0.517	0.187	0.019
	The longevous	0.968	0.235	0.007
Gender	Male	0.415	0.289	0.006
	Female	0.512	0.221	0.538
Pension mode	Home care	0.880	0.317	0.297
	Institutional pension	0.214	0.334	0.020
	Community pension	-0.637	0.152	0.005

The analysis of Table 1 shows that within the 95% confidence interval, the middle-aged, the long-lived, men, institutional pension and community pension are related to the incidence of depressive psychosis of the elderly (*P* value is less than the significance level of 0.05), and the middle-aged, the long-lived, men, home pension and institutional pension are risk factors, and the community pension is a protective factor. In addition, the study also found that the older the elderly group, the lower the probability of depressive psychosis among those who take community pension. Specifically, among the young elderly, the middle-aged elderly and the long-lived elderly, the proportion of the elderly with depressive psychosis in the community pension mode is 1.5%, 1.7% and 2.3%, which are 34.2%, 47.5% and 58.6% lower than those in the other two

pension modes of the same age group, respectively.

Conclusions: This study collected the data of the elderly with depressive psychosis and different pension methods, and carried out multi factor logistic regression analysis. The analysis results show that community pension is a protective factor to judge whether they have depressive psychosis, and the older the elderly who take community pension, the lower the probability of suffering from depressive psychosis. The results show that the community pension mode helps to reduce the probability of the elderly suffering from depressive psychosis and improve the quality of life of the elderly. The relevant government departments and social charities should cooperate and integrate with each other, expand the scale of industry talents, increase the investment in social funds and material resources, and promote the community pension mode on a large scale.

Acknowledgement: The research is supported by: Research on Lifelong Education System under the Background of Aging Society (No. 702132006). Research on the Supply of Community Elderly Education in Shenzhen under the Background of Aging (No. 7021320013); Research on the Construction of Lifelong Education System under the Background of Aging Society (No. 702132009).

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PROMOTING EFFECT OF TRADITIONAL CLASSICAL MUSIC ON THE TREATMENT OF PSYCHOLOGICAL ANXIETY SYMPTOMS

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Background: Psychological anxiety disorder, also known as anxiety neurosis, is a common neurosis. Patients often have anxiety, accompanied by sweating, palpitation, excessive tension, excessive anxiety, shortness of breath, sleep disorders and other symptoms. When the symptoms are serious, it will even affect the social ability of patients, and patients generally cannot independently control the state of psychological anxiety disorder. The main types of a psychological anxiety disorder include panic disorder, agoraphobia, social phobia, specific phobia, generalized anxiety disorder, separation anxiety disorder, etc. The causes of psychological anxiety disorder are generally related to the psychological, physiological, social environment and other factors, including patients' diseases and external injuries, adverse health status, accumulated pressure factors such as misuse of drugs and alcohol are closely related to psychological anxiety. A large number of studies have shown that music therapy can help improve the psychological anxiety symptoms of patients, and it is speculated that the effect of classical music with a more soothing rhythm and beautiful rhythm will be more significant. Therefore, this study designs an experiment based on classical music therapy to test the practical role of classical music in psychological anxiety therapy.

Objective: Based on the data of classical music therapy experiment and the analysis of the relationship between classical music and human psychological emotion, to explore the feasibility and practical effect of using classical music in the treatment of psychological anxiety disorder, to provide practical case support and thinking results from more angles for the treatment of psychological anxiety disorder by music therapy in China.

Participants and methods: 246 volunteers willing to participate in the experiment were randomly selected from domestic volunteers, and divided into a music treatment group and routine treatment group, with 123 people in each group. The basic data related to the experiment were statistically compared between the two groups, and the experiment was started after it was determined that there was no significant difference in the basic data. In the experiment, the routine treatment group was given routine psychotherapy, including drug treatment, emotional guidance, psychotherapy and so on. The music therapy group also received classical music therapy on the basis of the treatment methods of the conventional treatment group. The specific treatment methods are as follows. Establish a music intervention group, which is composed of music therapists, psychologists and nurses with rich clinical experience. The group members need to understand the severity and main symptoms of psychological anxiety of each patient and the music preferences of the research object, and then formulate a classical music treatment plan suitable for the current patients. When performing music therapy measures, it is necessary to require patients to complete urination and defecation in advance, put on headphones to relax and close their eyes, and play classical music tracks set in advance. The volume of the music should be controlled within 25-30 dB. The time of single music therapy should not exceed 50 min and not less than 20 min. The experiment should be carried out twice a week for 3 months. At the same time, in the process of playing music, psychologists should maintain a certain degree of language communication with patients and guide patients to experience

their inner thoughts and emotions in the music background. In addition, before and after the treatment experiment, the two groups of patients need to be investigated by Hamilton Anxiety Scale (HAMA) questionnaire to understand the psychological anxiety of the subjects at each time.

Results: All the measurement data in the study were displayed in the form of mean \pm standard deviation for the *t*-test. The counting data were described in the form of number or proportion of number, and a Chi-square test was performed. The significance level of difference was set to 0.05. The statistical results show that there is no significant difference between the two groups in age, gender distribution, job type, marital status and other basic information. The HAMA questionnaire survey results of the two groups before and after the experiment are shown in Table 1.

Table 1. Statistical results of HAMA questionnaire survey of subjects before and after treatment

Statistical time	Music therapy group	Routine treatment group	Change value (%)	<i>t</i>	<i>P</i>
Before treatment	36.17 \pm 5.24	36.30 \pm 5.10	-0.36	0.345	0.882
After treatment	15.32 \pm 5.82	20.48 \pm 6.11	-25.20	5.178	0.001

Note that the “change value” column in Table 1 shows the change range of the average HAMA total score of the music treatment group compared with the conventional treatment group at each statistical time. According to Table 1, the *P* value of *t*-test of HAMA total score data of the music treatment group and conventional treatment group before treatment is greater than the significant level, and the difference is not statistically significant. After treatment, the average HAMA total score of the music treatment group is 15.32, which is 25.20% lower than that of the conventional treatment group, and the difference is statistically significant.

Conclusions: In order to explore the therapeutic effect of classical music on psychological anxiety symptoms, a treatment experiment was designed in this study. In the experiment, the personnel in the conventional treatment group only received conventional psychotherapy, and the music treatment group also received classical music therapy designed according to their preferences. The results of the treatment experiment showed that there was no significant difference in the total score of HAMA between the music treatment group and the conventional treatment group before treatment, but after treatment, the average total score of HAMA in the music treatment group was 15.32, which was 25.20% lower than that in the conventional treatment group, and the difference was statistically significant. The experimental data show that the combination of traditional classical music and modern treatment can help to improve the treatment effect of psychological anxiety disorder.

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EYE MOVEMENT COGNITIVE MECHANISM OF EMOTIONAL INFORMATION OF DEPRESSION PRONE COLLEGE STUDENTS

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Background: Depression belongs to mood disorder, which will have a serious impact on the physical and mental health of patients. When an individual encounters unpleasant thing in life, it will aggravate the probability of depression or aggravate depression. Relevant studies have found that the important factor causing depressive symptoms is the susceptibility to depression, which can be further divided into five kinds of depression susceptibility, such as cognitive susceptibility and personality susceptibility. In cognitive susceptibility to depression, individuals will produce a negative cognitive schema. Unpleasant things in life stimulate individuals with cognitive susceptibility to depression, resulting in depression. When dealing with information, cognitive susceptible individuals will choose negative information processing methods, which is more difficult to process positive emotions, and will look negatively at things related to themselves. When analyzing the emotional information eye movement cognitive mechanism of cognitive susceptibility to depression, it is found that among the three emotional face stimuli of negative, positive and neutral, the cognitive susceptible individuals have higher scores of attention bias in the face of negative emotional faces, and it is difficult to divert attention in the face. Using eye movement technology in the emotional picture test, according to the data recorded by the eye movement instrument, it can be seen that patients with depression look at negative emotional pictures for the longest time, and pay attention to them longer than the normal group. Moreover, through attention bias training, the depressive symptoms of patients are

constantly alleviated, and the time for depressive patients to look at negative emotional pictures is slowly decreasing, gradually approaching the time of the normal group.

College students are not fully developed and mature in physical and mental aspects, their psychological state fluctuates, their ability to control emotions is insufficient, and their adjustment ability is poor. When there are some problems that they are difficult to deal with in their study and life, they will have psychological conflict, resulting in depression and other negative emotions. If they are not intervened, they will form depression. Especially those students who are susceptible to depression cognition are more likely to form depression without effective intervention.

Objective: According to the characteristics of emotional information and eye movement cognitive mechanism of cognitive susceptibility to depression, to carry out attention bias training, to study whether it has training effect on students with cognitive susceptibility to depression, and to observe whether the attention bias of these students has changed. In order to carry out early intervention on the people susceptible to depression cognition, slow down the formation of depression and reduce the probability of depression.

Research objects and methods: The research objects were sophomores of a university. Using data mining technology, the mental health data information of sophomores was selected from the mental health database in the college students' psychological counseling room, and then 60 students susceptible to depression cognition and 61 students susceptible to non-depression cognition were randomly selected from these data. Before the experiment, the selected students have signed the informed consent form. Let the selected college students conduct rapid selection training between positive pictures and neutral pictures. Before the experiment, make relevant preparations, and then flash "+" gaze on the screen for 1000 milliseconds, and then continuously present 12 negative emotion pictures with an interval of 8000 milliseconds. Then conduct attention bias training. First, flash the "+" of 500 milliseconds on the screen again, and then randomly appear the neutral and positive pictures on the left and right sides of the screen for 500 milliseconds. Then, the trained college students judge which picture just appears in the same position according to the position where the "+" appears on the screen, and select the key number according to the neutral picture is 1 and the positive picture is 3. Under the condition of active training, 91% of the reaction targets appeared in the position of the neutral or positive picture, which attracted the selective attention of the college students, and 9% of the reaction targets in the neutral training keying position appeared in the position of the neutral or positive picture. The number of experiments in this training stage is 300 and then watch the negative emotion pictures again. This operation procedure is the same as that at the beginning of the experiment. During this period, eye movement data were recorded with eye movement instrument, and the relevant data were processed and analyzed with SPSS software to study the effect of attention bias training on college students susceptible to depression cognition.

Results: College students susceptible to depression cognition were prone to give priority to processing and amplifying negative information, while ignoring other emotional information, resulting in negative cognitive processing. Through attentional bias training for college students susceptible to depression cognition, it was found that under the condition of active training, the fixation points in the negative picture area in the depression cognition susceptible group decreased significantly ($P < 0.05$). The results are shown in Figure 1.

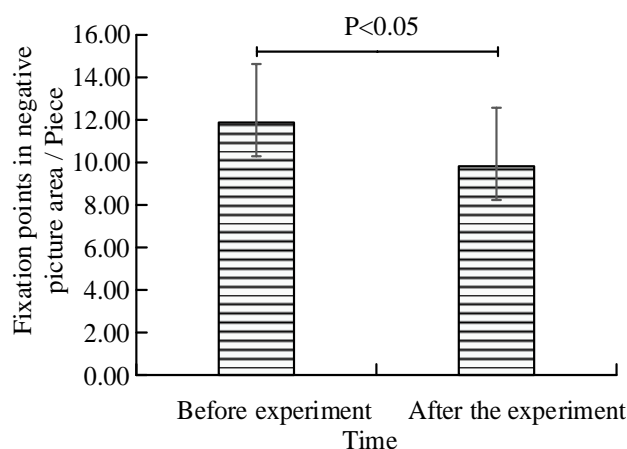


Figure 1. Before and after the experiment, the fixation points of depression cognitive susceptibility group in negative picture area

Conclusions: Positive attention bias training has a significant effect on college students with cognitive

susceptibility to depression, and can reduce the times of their attention to negative emotions.

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A COMPARATIVE ANALYSIS OF THE CONCEPT OF CRIME IN CRIMINAL LAW AND CRIMINAL PSYCHOLOGY

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Background: Under the background of “criminal integration”, the concept of crime in criminal law and criminal psychology needs to be integrated in a certain sense. Because the concepts of the two have certain differences, directly copying the concept of crime in criminal law into the concept of crime in criminal psychology will not only lead to the loss of the uniqueness of criminal psychology, but also further restrict the research objects dominated by criminal behavior in criminal psychology. Finally, the research vision of criminal psychology has significant one-sided, limited and subjective negative results. In essence, “criminal integration” does not mean the arbitrary unification of the relevant concepts of various disciplines, but the effective integration of the relevant concepts of different disciplines such as criminal law and criminal psychology, so as to clarify the logical relationship between the theoretical definition and practical application of the crime concepts of different disciplines by exploring their individuality and consistency. Criminal psychology is a cross-border discipline based on psychology, which mainly explores the will, thought, intention and reaction of criminals. The research of criminal psychology mainly analyzes and understands all kinds of criminal problems in society from the perspective of psychology. It mainly has three remarkable characteristics: one is that the research object has strong heterogeneity and complexity. The second is that the research process and results are easily affected by personal factors. The third is that the research object has strong contingency, uniqueness and uncertainty.

In the research field of criminal law, the concept of crime mainly refers to the behavior that causes serious harm to the society and should be subject to criminal punishment on the basis of violating the criminal law. Based on this, the concept of crime in criminal law mainly includes three basic characteristics, namely, serious social harm, criminal illegality and punish ability of criminal law. Different from the concept of crime in criminal psychology, the concept of crime in criminal law mainly refers to an externalized behavior, which focuses on the identification of the perpetrator’s guilt or innocence, this crime or that crime. As a solid defense line to safeguard the social legal order and the basic interests of the public, criminal law has significant punitive and severe nature.

Objective: In the process of practical legal application, the concept of crime in criminal law is more rigid and strict, and criminal acts are judged and punished in accordance with the relevant provisions of criminal law. The concept of crime in criminal psychology mainly defines and analyzes the perpetrator’s criminal thought from the perspective of psychology. There are significant differences between the two when measuring whether the behavior constitutes a crime. This study will make a detailed comparative analysis of the concept of crime in criminal law and criminal psychology from the aspects of basic concepts and definition methods.

Research objects and methods: 18 legal experts were invited to explore by Delphi method, in order to distinguish the homogeneity and difference between the concept of crime in criminal law and the concept of crime in criminal psychology.

Research design: Take the related crime concepts of criminal law and criminal psychology as the investigation theme, draw up the investigation outline, and then ask 18 legal experts questions. After obtaining the expert opinions of the first round of correspondence, summarize and process the results. Repeat the letter inquiry until the obtained expert opinions are stable and unchanged.

Methods: IBM SPSS software was used to process and analyze the data related to expert opinions obtained from each round of correspondence.

Results: The significance test result of the inquiry result is $P < 0.001$, the approximate Chi-square value is 8167.126, and the measurement and sampling adaptability is 0.989, which shows that the inquiry result has good reliability and reliability. See Table 1 for details.

Table 1. Reliability test of inquiry results

	Kaiser-Meyer-Olkin	Bartlett's spherical test	<i>df</i>	<i>P</i>
	Measurement sampling appropriateness	Chi-square		
Value	0.989	8167.126	344	0.000

Conclusions: As a country with socialist system, China's state power and criminal law are formulated under the guidance of Marxist theory. Based on this, China adopts the concept of class standard crime, which is different from the concept of criminal law standard and social standard crime. It takes into account not only the crime concept of sociological significance, but also the crime concept of criminalist, that is, the mixed concept of the unity of form and essence. In criminal jurisprudence, it is only based on criminal law to determine whether a criminal suspect constitutes a crime. Compared with the concept of crime in criminal law, the research angle of criminal psychology on the concept of crime is more inclined to the criminal behavior carried out by individual actors based on specific psychological basis or external stimulation, which will have an impact on society and others. Based on the perspective of psychology, the study compares and discusses the concept of crime in criminal law and the concept of crime in criminal psychology. The results of expert correspondence have high credibility and reliability, which provides a certain reference for the improvement of China's criminal law and helps to improve the level of China's legal system.

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THE INFLUENCE OF COLLEGE MATHEMATICS CURRICULUM REFORM ON ALLEVIATING COLLEGE STUDENTS' PSYCHOLOGICAL ANXIETY

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Background: As a basic subject for students from small to large, mathematics has an important impact on students. College mathematics course is the basic course of higher education. It can not only cultivate college students' mathematical thinking and practical application ability, but also play a decisive role in improving their innovation ability, exploration ability and thinking divergence ability. At present, there are some deficiencies in the training mode of mathematics curriculum in colleges and universities, mainly in four aspects: poor learning initiative of students, lack of rationality of curriculum system, outdated and rigid mathematics teaching mode, and low level of professional ability and comprehensive quality of mathematics teachers. College mathematics curriculum includes a large number of difficult mathematical knowledge points, which can easily make college students have slack psychology or fear of difficulties, thus reducing their learning enthusiasm and initiative, and it is difficult to ensure the learning effect of mathematics curriculum. The lack of rationality in the setting of mathematics courses in colleges and universities mainly means that the statistics of basic courses of mathematics theory in colleges and universities are arranged in freshman year. In the process of paying close attention to the teaching progress, it is very easy for teachers to ignore the students' understanding and mastery of mathematics knowledge. Some college mathematics teachers usually use the traditional "cramming" teaching mode in the teaching process, which is difficult to improve students' mathematical thinking ability and practical ability. Due to the lack of teaching experience and the difficulty of changing teaching ideas, college mathematics teachers will show the problem of insufficient professional ability reserve and cannot carry out effective mathematics teaching activities. Various factors will lead to the unsatisfactory teaching effect of mathematics courses in colleges and universities, which makes college students not only face the heavy pressure of schoolwork, but also bear the psychological pressure and anxiety caused by the poor effect of mathematics learning. The causes of college students' psychological anxiety are diverse, including academic pressure, employment pressure, interpersonal pressure and so on. If college students are accompanied by psychological anxiety, their learning activities and daily life will be greatly negatively affected, showing symptoms or emotions such as restlessness, tossing and turning, irritability and fear, which will seriously affect their normal life and personal development.

Objective: Under the influence of factors such as the lack of rationality of mathematics curriculum in colleges and universities and the difficulty of mathematics learning, college students are easy to have different degrees of psychological anxiety, which seriously hinders their normal learning and life. This paper

studies the different manifestations and severity of college students' psychological anxiety symptoms, and carries out targeted reform of college mathematics curriculum in order to improve their mental health level and alleviate their psychological anxiety.

Research objects and methods: 70 college students with psychological anxiety symptoms were selected from the four grades of colleges and universities, a total of 280, as the research object. Using Support Vector Machine (SVM) algorithm, this paper classifies the psychological anxiety level of college students before and after the college mathematics curriculum reform, and explores the impact of college mathematics curriculum reform on alleviating college students' psychological anxiety.

Research design: Taking Hamilton Anxiety Scale (HAMA) as the evaluation standard, this paper evaluates and analyzes the psychological anxiety of college students in college mathematics course learning. HAMA adopts grade 5 evaluation standard, and 0-4 respectively represent asymptomatic, light, medium, heavy and extremely heavy. Taking the college mathematics curriculum reform as an intervention means, SVM is used to classify the anxiety degree of college students before and after the intervention.

Methods: Organically combine SVM and HAMA, compare and analyze the anxiety of college students before and after the intervention, and explore the improvement effect of college mathematics curriculum reform on their psychological anxiety. All data are counted and analyzed by Excel software.

Results: Before the application of the intervention model of mathematics curriculum reform in colleges and universities, the HAMA rating results of the tested college students showed that there were more students with moderate, severe and extremely severe psychological anxiety, accounting for 28.21%, 55.36% and 9.64% respectively. The number of students with asymptomatic and mild anxiety is very small, accounting for 6.79%. After the intervention, the number of asymptomatic and mild anxiety increased significantly, and the total proportion increased to 56.79%. The proportion of students with moderate, severe and extremely severe psychological anxiety decreased to 33.93%, 8.21% and 1.07% respectively. This shows that the efficient mathematics curriculum reform can effectively reduce the number of students with psychological anxiety and effectively alleviate their anxiety. See Table 1 for details.

Table 1. Comparison results of college students' anxiety before and after the intervention of mathematics curriculum reform in colleges and universities [n (%)]

HAMA rating	Before intervention (%)	After intervention (%)
0	4 (1.43)	42 (15.00)
1	15 (5.36)	117 (41.79)
2	79 (28.21)	95 (33.93)
3	155 (55.36)	23 (8.21)
4	27 (9.64)	3 (1.07)

Conclusions: College students' psychological anxiety will not only have a significant negative impact on their learning progress, but also affect their normal life and interpersonal communication, making anxiety symptoms seriously endanger their mental health. After the reform of the college mathematics curriculum, it can effectively alleviate the psychological anxiety of college students and improve their mathematics learning ability and mental health level.

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THE POSITIVE INFLUENCE OF ETHNIC AND MODERN FUSION MUSIC ON THE CONDITION OF PATIENTS WITH COGNITIVE IMPAIRMENT

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Background: Music is an international art. Music can express some ideas that are difficult to express in language. As a classic part of music culture, national music has been included in China's cultural heritage. In China's thousands of years of cultural development, there is countless national music. With the increasing attention of the state to traditional culture, how to effectively inherit traditional national music is a problem that needs to be solved at present. With the development of society, pop music has become prominent in the torrent of the times. Inspired by the inspiration, some music creators began to try to combine national music and pop music to create more novel music. As far as the current music development is concerned, a large number of products of the combination of national music and pop music have made

remarkable achievements. According to the survey results, the known combined music includes the combination of modern musical instruments and classical operas, the combination of ethnic minority music and modern music, and the use of modern music to play traditional music. From the perspective of the development of music, music was originally used to express personal feelings, and gradually evolved into art for the public to enjoy. With the combination of folk music and pop music, music can endow more and more abilities. Some studies have even applied music to the treatment of patients with cognitive impairment.

From the existing research, we can know that music does have a certain impact on patients with cognitive impairment. In the music environment, patients with cognitive impairment will gradually return to calm, and the research found that different music combinations have different effects. When gentle songs are combined, it is easier to alleviate the mood of patients with cognitive impairment, but the efficiency of gentle music in the treatment of cognitive impairment is slow. The fusion of fast-paced songs can have a great impact on the hearts of patients with cognitive impairment and contribute to the cultivation of patients' cognitive ability, but the anxiety of patients cannot be avoided in the process of treatment. According to the basic theory of cognitive impairment, people with cognitive impairment will have a cognitive bias in learning, which is also reflected in their understanding of music. Therefore, people with cognitive impairment will have a great difference in their perception of music from ordinary people. China's national music is the product of millennium inheritance, which contains extremely rich core ideas. Therefore, we can try to combine national music and pop music and treat patients with cognitive impairment with the help of the core ideas of national music and the texture and melody of pop music, so as to alleviate the cognitive impairment of patients, promote the development of music and the inheritance of traditional national music.

Objective: Explore the possibility of the combination of national music elements and modern music, analyze the therapeutic effect of the integration of the two on people with cognitive impairment, and analyze the promoting effect of cognitive impairment on the integration of national music elements and modern music, in order to provide theoretical support for the development of music and the inheritance of traditional national music elements in China.

Study design: 60 patients with cognitive impairment were selected to evaluate the cognitive impairment of all patients, and the evaluation results were quantified to evaluate the changes of cognitive level of patients with cognitive impairment under the combination of modern music and classical opera, the combination of ethnic minority music and modern music, and the use of modern musical instruments to play traditional music. And the first evaluation results, to determine the impact of cognitive impairment on the integration of national music elements and modern music.

Results: The results of this survey use 1 to 4 levels to quantify the impact of specific factors. 1 means irrelevant, 2 means slight impact, 3 means general impact, and 4 means obvious impact. In order to reduce the large error caused by personal subjectivity in the evaluation, 60 patients were rounded to determine the results. The influence of the cognitive level of patients with cognitive impairment on the integration of national music elements and modern music is shown in Table 1, where "+" indicates positive influence and "-" indicates negative influence.

Table 1. Effects of cognitive impairment and music integration

Project	Modern music - classical opera	Minority music - modern music	Modern musical instruments - traditional music
High cognitive level	+4	+4	+3
Low cognitive level	-4	-4	-4

Conclusions: The musical elements of traditional ethnic elements can be integrated into pop music, and the combination of the two has a high degree of coordination. Under cognitive impairment, the integration of music elements and music elements in traditional national elements is affected. At the same time, the integration of music elements and music elements in traditional national elements also affects the cognitive level of patients with cognitive impairment. Therefore, in the treatment of patients with cognitive impairment, the combination of traditional music elements in pop music can effectively alleviate the cognitive impairment of patients, and patients can effectively promote the development of music and promote the protection of traditional culture in China.

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CRIMINAL PSYCHOLOGICAL MOTIVATION OF MINORS IN CRIMINAL LAW UNDER THE BACKGROUND OF COGNITIVE IMPAIRMENT

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Background: Juvenile delinquency is a social problem that will be faced all over the world. Whether it is campus violence or social homicide, juvenile delinquency has begun to appear frequently in social information. In the modern society with growing economy, the phenomenon of juvenile delinquency shows a trend of continuous growth, which has caused great harm to the society and seriously hindered the harmonious development of the society. According to the viewpoint of materialist dialectics, the emergence and change of any event are the result of the joint action of multiple factors, in which the juvenile's criminal behavior is caused by the interaction of internal and external factors. From the previous research results, it can be found that minors are often affected by their psychological effects when they commit crimes. The immature mental health system of minors leads to their wrong judgment, which leads to more serious consequences. However, it is undeniable that the incomplete construction of minors' mental health system is not only caused by its own reasons, but also affected by the surrounding environment to a certain extent. At the same time, the research points out that the root cause of minors' mental health problems is their poor cognitive ability. After being affected by both internal and external environment, their cognitive ability has growth deviation, which eventually leads to their cognitive impairment.

The theory of cognitive impairment holds that minors are in the stage of physical and mental development. In this stage, the minors' brain is in a state of extreme thirst for information. Once it is impacted, the brain changes back to the state of cognitive detachment, and some brain regions are damaged after stimulation, resulting in cognitive impairment of minors. Therefore, in the final analysis, the juvenile's crime is caused by their limited cognition. From the perspective of dialectics, the juvenile's cognitive plasticity leads to the loss of their subjective consciousness and criminal psychology in their behavior. Therefore, it is imperative to carry out cognitive protection for minors. Through the analysis of minors' cognitive impairment, understanding their criminal psychological motivation under their cognitive defects will be an important means to provide them with cognitive protection and a key step to promote the harmonious development of society. In addition, the study of minors' criminal psychological motivation can find the temptation source to stimulate minors' crime and effectively prevent and control minors' crime.

Objective: Investigate the current situation of juvenile delinquency, estimate the changes of juvenile delinquency psychology, analyze the characteristics of juvenile delinquency, and understand the impact of juvenile cognitive impairment on their criminal psychology, in order to provide theoretical support for the prevention and control of juvenile delinquency and guarantee the harmonious development of society.

Study design: Using the literature method to search the juvenile delinquency cases in China in recent 10 years, estimate the criminal psychology of the minors, understand the cognitive level of the minors through data query, evaluate the cognitive impairment level of the research objects, and finally get the psychological motivation of the juvenile delinquency under the cognitive impairment.

Results: Through the literature method, a total of 21 juvenile delinquency events were searched, and documents were established to count the criminal process and means of 21 minors, evaluate the criminal psychological characteristics of all objects, score their cognitive impairment, and then analyze the influencing factors of cognitive impairment on juvenile delinquency. The 0-4 score system is used to evaluate the impact degree, in which 0 means no impact, 1 means slight impact, 2 means general impact, 3 means obvious impact and 4 means complete impact. The final impact degree evaluation is shown in Table 1.

Table 1. The influence of cognitive impairment on juvenile delinquency

Project	Social cognitive impairment	Self cognitive impairment	Cognitive impairment of others' evaluation
Criminal psychology	4	4	3

Conclusions: The criminal motivation of minors is mainly family factors, school factors and social factors. With the change of students' cognitive ability, the criminal psychological motivation of minors will also change. The more obvious the cognitive impairment of minors, the more obvious their criminal psychological motivation is. In the analysis of cognitive impairment, social cognitive impairment and self cognitive impairment can completely affect the criminal psychology of minors, and the impact of others' evaluation of cognitive impairment on their criminal psychology is also significant. Therefore, in the face of

juvenile delinquency, all sectors of society should take the initiative to pay attention to the cognitive ability of minors, try to give positive guidance to minors, promote the formation of minors' ideological values, and avoid negative impact on minors' thoughts to avoid minors from forming negative emotions. Understanding the criminal psychological motivation of minors through cognitive impairment can effectively obtain the characteristics of juvenile delinquency, which has important practical value in the prevention and control of juvenile delinquency.

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STUDY ON THE FOLLOW-UP EFFECT OF COLLEGE STUDENTS' MENTAL HEALTH EDUCATION ON THE REHABILITATION OF PATIENTS WITH MENTAL DISORDERS

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Background: Since the 1990s, mental health education in colleges and universities in China has been incorporated into the moral education system. Later, it gradually focuses on consultation, medical treatment and morbid orientation, emphasizes the consultation and correction of individual psychological obstacles, and hopes to alleviate the mental health problems of college students by means of diagnosis and treatment. Although most colleges and universities respond to the requirements of the education department and have their own psychological counseling rooms, what they encounter in practical work are some common psychological problems in life, such as obsessive-compulsive disorder. These kinds of psychological problems are not representative and accidental, so they should not become the focus of mental health education in colleges and universities. At present, the number of patients with mental disorders in China is increasing year by year. Some scholars began to criticize the work of mental health education in colleges and universities who did not consider the current situation of higher education and the psychological needs of college students. We must open up a new health education model for the current problem of college students' mental disorders. Mental disorder is a kind of mental disease, which refers to the disorder or abnormality of perception, emotion, thinking and other activities caused by various reasons, resulting in obvious psychological pain or social adaptation and other functional damage of patients, mainly including six mental diseases: schizophrenia, paranoid psychosis, schizoaffective disorder, mental disorder caused by epilepsy, mental retardation and so on. In the past, colleges and universities mainly focused on the medical model for the treatment of college students with mental disorders, which has seriously hindered the comprehensive development of mental health education in colleges and universities. Therefore, it is very important to build a new education model for college students' mental health problems. This study constructs the "five in one" mental health education model, which has gradually become the leading development model of mental health education in most colleges and universities.

Objective: The research of domestic and foreign scholars on college students' mental health education model tends to be scattered. Everyone studies different mental health education models from different goal orientations, which will inevitably lead to the particularity and individuality of college students' mental health education model, but not universality and integrity. Therefore, the integration of college students' mental health education model is very necessary. The purpose of this study is to study a "five in one" integrated model of mental health education, in order to provide some reference for the follow-up rehabilitation treatment of patients with mental disorders.

Research objects and methods: 800 college students with mental disorders in 10 colleges and universities in an area were selected as the research objects. According to different intervention methods, the subjects were divided into two groups. The control group was given routine drug treatment, and the experimental group was given mental health education on the basis of the control group. The mental disorder rehabilitation of the two groups of college students before and after the intervention was compared and analyzed.

Study design: The rehabilitation of patients with mental disorders was judged by Eysenck Personality Questionnaire (EPQ). The questionnaire included 88 questions, including four subscales: extroversion (E), neuroticism (N), psychoticism (P) and concealment (L). The high score of P scale indicates that the subjects have pathological personality. A high score of E scale indicates extroversion, and a low score indicates introversion. A high score of N scale indicates emotional instability, and a low score indicates emotional stability. A high score on the L scale indicates that the subject has a high ability of concealment.

Methods: The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

Results: The EPQ scores of college students in the experimental group were different from those in the control group, as shown in Table 1. The scores of EPQ subscales of college students in the control group were significantly different from those in the control group ($P < 0.01$). The scores of E subscale were significantly higher than those of the control group ($P < 0.01$), and the scores of P subscale, N subscale and L subscale were significantly lower than those of the control group ($P < 0.01$).

Table 1. Comparison of EPQ scores between the two groups before and after intervention

Project	Experience group	Control group	<i>t</i>	<i>P</i>
P	4.53±2.57	5.88±2.95	-7.596	<0.01
E	13.48±3.77	10.74±4.53	8.318	<0.01
N	9.23±4.91	11.37±4.14	-5.315	<0.01
L	10.34±3.73	12.25±3.68	-6.522	<0.01

Conclusions: The mode of mental health education for college students is to help students correctly understand the law of mental development and master the necessary mental health knowledge by setting up mental health education courses and giving full play to the role of the main channel of the classroom teaching. By carrying out various and colorful mental health education activities, students can improve their comprehensive quality and realize comprehensive and coordinated development. Through carrying out psychological education guidance, psychological counseling, and counseling, psychological guidance is carried out to help students dispel doubts and doubts. By carrying out psychological crisis intervention, we should take preventive measures, pay attention to students' safety, and ensure students' healthy and smooth growth. Through psychological investigation and research, we can timely understand and grasp the psychological status and characteristics of students, carry out targeted work, and enhance the pertinence and effectiveness of mental health education in colleges and universities.

Acknowledgement: The research was supported by: Zhejiang Open University: "Exploration on mental health education of adult students under the background of major public emergencies" (No. XJG212109).

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SELECTION OF MEDICAL CARE COMBINED SERVICE MODE FOR ELDERLY PATIENTS WITH NEUROPATHY

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Background: China's population aging is serious, the number of elderly people is increasing, and the incidence rate of senile neurosis is increasing year by year, which has become one of the major social problems in China. Senile neuropathy is senile psychosis, also known as senile mental disorder. It is a kind of mental disease that often occurs in the elderly. Senile psychosis is characterized by slow onset, long duration, and repeated uncertainty. Stable and aggravated conditions often occur alternately. The main manifestations of senile psychosis are thinking rupture, emotional disorder, hallucination and delusion. After the condition is aggravated, there will even be suicide, self-mutilation and other situations. The mental state of patients will also be unstable, resulting in impulse, running away, lack of self-knowledge and so on. Therefore, finding a suitable treatment method for senile psychosis and treating and intervening in senile psychosis patients are of great significance to improve the quality of life of senile psychosis patients and the harmonious development of society.

The combination of medical care and elderly care service model is a comprehensive elderly care service system integrating medical care and elderly care proposed to solve the medical and elderly care problems of China's elderly groups. It is a new concept first put forward in 2013. The combination of medical care and elderly care service mode realizes the integration of medical resources and elderly care resources, and the organic integration of medical services and elderly care services, so as to provide medical services, humanistic care and elderly care services for the elderly. In recent years, the elderly patients with psychosis are mostly cured by the combination of medical care and service mode. However, the mental state of patients with senile psychosis is unstable and often has abnormal behavior, which seriously affects the progress and effect of treatment. Behavioral psychology originated in the United States in the early 20th century. It is a branch of psychology. Behavioral psychology is a subject that studies the relationship

between human behavior and psychological activities. Behavioral psychology holds that human behavior is an active and conscious behavior under the guidance of consciousness. Human consciousness is composed of intention and cognition, which is the result of the interaction of these two factors. Based on the theory of behavioral psychology, the analysis of abnormal behavior of senile psychiatric patients can more accurately analyze the condition of patients, and then targeted treatment. Therefore, the research on integrating behavioral psychology into the integrated medical care service system to reform the integrated medical care service mode can effectively treat and intervene the elderly psychiatric patients, and is of great significance to improve the quality of life of the elderly psychiatric patients and the harmonious development of society.

Objective: The population aging in China is serious, the number of elderly people is increasing, and the incidence rate of senile neurosis is increasing year by year, which has become one of the main social problems in China. In recent years, the elderly patients with psychosis are mostly cured by the combination of medical care and service mode. However, the mental state of patients with senile psychosis is unstable and often has abnormal behavior, which seriously affects the progress and effect of treatment. Research on integrating behavioral psychology into the integrated medical care service system, so as to reform the integrated medical care service mode, and then effectively treat and intervene the elderly psychiatric patients, which is of great significance to improve the quality of life of the elderly psychiatric patients and the harmonious development of society.

Research objects and methods: 80 elderly psychiatric patients, aged 57-72 years, were selected from a psychiatric hospital. The Geriatric Depression Scale (GDS) was used to analyze and evaluate the emotional state of the subjects.

Study design: 80 patients were randomly divided into study group and control group with 40 people in each group. For the patients in the study group, the improved medical care combined service system based on behavioral psychology was used for treatment intervention. For the patients in the control group, the traditional medical care combined with a service system was used for treatment intervention. After three months of treatment, the GDS scores of the two groups were compared.

Methods: The corresponding data were processed and analyzed by software SPSS17.0.

Results: After 3 months of treatment, the GDS score of patients in the study group was significantly lower than that of patients in the control group ($P < 0.05$). The GDS scores of the two groups are shown in Table 1.

Table 1. GDS scores of patients in both groups

Timing	Examination results		<i>t</i>	<i>P</i>
	Research group	Control group		
Before treatment	25.3±4.2	26.1±5.8	0.147	0.852
After Treatment	10.7±3.4	15.7±4.9	8.051	0.009
<i>t</i>	9.475	4.352	-	-
<i>P</i>	0.001	0.043	-	-

Conclusions: The combination of medical care and the elderly care service model is a comprehensive elderly care service system integrating medical care and elderly care, which is proposed to solve the medical and elderly care problems of elderly groups in China. The combination of medical care and elderly care service mode realizes the integration of medical resources and elderly care resources, and the organic integration of medical services and elderly care services, so as to provide medical services, humanistic care and elderly care services for the elderly. For senile mental patients, most of them are cured by the combination of medical care and service mode. However, the mental state of patients with senile psychosis is unstable and often has abnormal behavior, which seriously affects the progress and effect of treatment. Research on the integration of behavioral psychology into the integrated medical care service system in order to reform the integrated medical care service model. The results showed that after 3 months of treatment, the GDS score of the study group was significantly lower than that of the control group ($P < 0.05$). Therefore, the reform of the service mode of the combination of medical care and nursing can effectively treat and intervene the elderly psychiatric patients, which is of great significance to improve the quality of life of the elderly psychiatric patients and the harmonious development of society.

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ANALYSIS OF THE INFLUENCE OF NATIONAL MUSIC ART ON MENTAL DISORDERS IN THE ELDERLY

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Background: China's economic level and scientific and technological level are developing and improving, and people's quality of life is also improving. However, the problem of population aging has become the focus of social attention. The functions of the body and organs of the elderly begin to deteriorate, the brain is more vulnerable to damage, and the probability of mental disorders is also higher. Mental disorder is a kind of mental disease that leads to individual cognitive disorder, emotional disorder, behavioral disorder and will disorder due to the disorder of brain functional activities. There are many factors leading to mental disorders, such as congenital genetic, social factors, emotional disorders and so on. The main manifestations of mental disorders are delusion, hallucination, emotional control, abnormal behavior, decline of willpower, decline of insight and so on. Most patients with mental disorders do not recognize their condition and refuse to seek help from doctors, resulting in the aggravation of their condition, which not only increases the burden on their families, but also affects the construction of a harmonious society. The traditional treatment methods of mental disorders include drug treatment and acupuncture treatment, but the above treatment methods are expensive and bring a great burden to the patient's family. In recent years, the treatment methods are more complex, which is easy to lead to the emotional control of elderly patients with mental disorders. Therefore, we need to find an economic and convenient method to intervene the condition of elderly patients with mental disorders.

Music intervention is a common treatment for mental illness. Music intervention is an intervention method that takes listening to music performance as an intervention means to improve the cognitive function, emotional state, and mental behavior of patients with mental illness. Therefore, many scholars have studied the intervention effect of music intervention on elderly patients with mental disorders. The results show that music intervention has a certain therapeutic effect on senile mental disorders, but it does not reach the expected value. Cognitive psychology is a branch of psychology that began to rise in 1950. It mainly studies human advanced psychological processes, such as attention, perception and so on. The orientation of cognitive psychology focuses on the mode of thinking and reasoning by using cognition. Based on cognitive psychology, this study analyzes the cognitive situation of elderly patients with mental disorders, improves the traditional music intervention, and puts forward the use of national music art to intervene elderly patients with mental disorders. National music refers to the music produced and spread among the people, with the theme of reflecting folk life. It is a form of expression of China's traditional music. National music art is closer to people's life and in line with the artistic aesthetics of the elderly. Therefore, it can better arouse the emotional resonance of elderly patients with mental disorders, and then play a better intervention effect. Based on cognitive psychology, the research applies national music art to music intervention, and carries out treatment and intervention for elderly patients with mental disorders, which can effectively alleviate the degree of mental disorders of patients, improve the quality of life of patients, reduce the economic burden of patients' families, and promote the harmonious development of society.

Objective: Music intervention is a common treatment for mental diseases. Many scholars have studied the intervention effect of music intervention on elderly patients with mental disorders. The results show that music intervention has a certain therapeutic effect on senile mental disorders, but it does not reach the expected value. Therefore, based on cognitive psychology, applying national music art to music intervention, and treating and intervening elderly patients with mental disorders can effectively alleviate the degree of mental disorders, improve the quality of life of patients, reduce the economic burden of patients' families and promote the harmonious development of society.

Subjects and methods: 60 elderly patients with mental disorders, aged 60-71 years, were selected from a psychiatric hospital. The degree of mental disorder was analyzed and evaluated by the Diagnostic Schedule of Mental Disorders (DSMD).

Study design: 60 patients were randomly divided into study group and control group with 30 people in each group. For the patients in the study group, the improved music intervention method based on cognitive psychology was used for treatment. The patients in the control group were treated with traditional music intervention. After three months of treatment, the DSMD scores of the two groups were compared.

Methods: The corresponding data were processed and analyzed by software SPSS17.0.

Results: After 3 months of treatment, the DSMD score of patients in the study group was significantly lower than that of patients in the control group ($P < 0.05$). The DSMD social function scores of the two groups are shown in Figure 1.

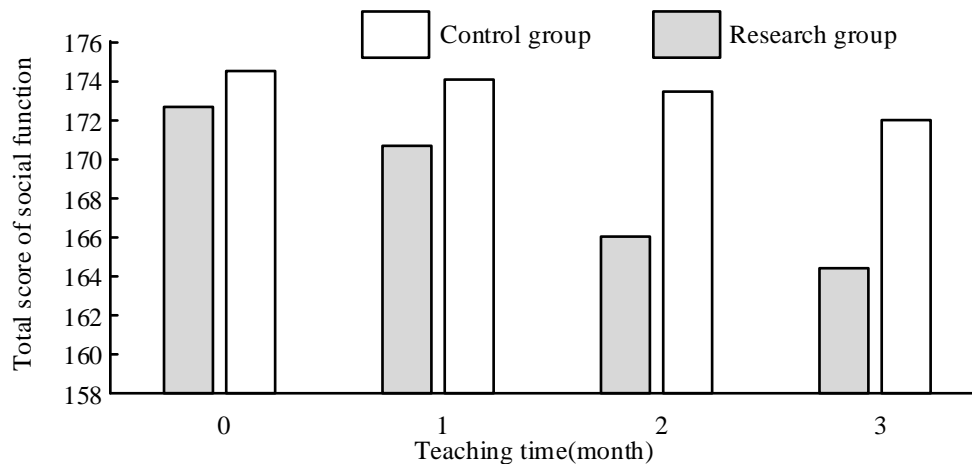


Figure 1. DSMD social function score of the two groups

Conclusions: The functions of the body and organs of the elderly begin to deteriorate, the brain is more vulnerable to damage, and the probability of mental disorders is also higher. The main manifestations of mental disorders are delusion, hallucination, emotional control, abnormal behavior, decline of willpower, decline of insight and so on. Most patients with mental disorders do not recognize their condition and refuse to seek help from doctors, resulting in the aggravation of their condition, which not only increases the burden on their families, but also affects the construction of a harmonious society. Music intervention has a certain therapeutic effect on senile mental disorders, but it does not reach the expected value. Therefore, based on cognitive psychology, this study applies national music art to music intervention to treat and intervene elderly patients with mental disorders. The results showed that after 3 months of treatment, the DSMD score of patients in the study group was significantly lower than that of patients in the control group ($P < 0.05$). Therefore, the application of national music art to music intervention and the treatment and intervention of elderly patients with mental disorders can effectively alleviate the degree of mental disorders, improve the quality of life of patients, reduce the economic burden of patients' families and promote the harmonious development of society.

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CORRELATION ANALYSIS BETWEEN PERSONALITY OF PATIENTS WITH MENTAL DISORDERS AND PSYCHOLOGICAL SYMPTOMS OF COLLEGE STUDENTS

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Background: At the university stage, students have a wider range of contacts and more things. But at this time, college students' ideas have not changed, so they are easy to fall into a state of confusion and confusion in the face of various views and theories in society. The interpersonal communication and teacher-student relationship in universities are also very different from those in senior high schools. Some college students can not adapt to the transformation of this relationship and become silent and poor in communication. Based on the above, some college students have accumulated too many negative emotions, which leads to mental disorders. Mental disorder is a kind of mental disease that leads to individual cognitive disorder, emotional disorder, behavioral disorder and will disorder due to the disorder of brain functional activities. There are many factors leading to mental disorders, such as congenital genetic, social factors, emotional disorders and so on. The main manifestations of mental disorders are delusion, hallucination, emotional control, abnormal behavior, the decline of willpower, decline of insight and so on. Most patients with mental disorders do not recognize their condition and refuse to seek help from doctors, resulting in the aggravation of their condition, which not only increases the burden on their families and affects their normal life and study, but also may have social conflicts and affect the social order and the construction of a harmonious society. The analysis of the causes of college students suffering from mental disorders will help teachers and schools to improve teaching methods, and can play a role in preventing college students from suffering from mental disorders.

Personality psychology is a highly comprehensive branch of psychology. Its research contents include

education, personality traits, individual personality, school management, social effects and so on. Personality psychology belongs to applied psychology, which mainly studies people's learning and the role of educational intervention, teaching psychology and social psychology organized by schools under the educational background. Therefore, based on personality psychology, this study analyzes the impact of contemporary college teaching methods on college students' psychology and personality, and then analyzes the correlation between college students' psychological symptoms and mental disorders, to explore the causes of students suffering from mental disorders. The analysis of the correlation between college students' mental disorders and psychological symptoms based on personality psychology can help teachers and schools improve the teaching mode and prevent college students from suffering from mental disorders, which is of great significance to college students' learning and the development of a harmonious society.

Objective: Some college students have accumulated too many negative emotions, which leads to mental disorders, which only aggravates the burden of the family, affects their normal life and study, and may have social conflicts, affecting the social order and the construction of a harmonious society. Therefore, based on personality psychology, this study analyzes the correlation between college students' mental disorders and psychological symptoms, hoping to help teachers and schools improve teaching models, prevent college students from suffering from mental disorders, improve college students' learning efficiency and, and promote the harmonious development of society.

Research objects and methods: 80 students with mental disorders from 7 universities were selected as the research objects. The students came from different majors, aged between 18 and 22. The degree of mental disorder of the subjects was analyzed and evaluated by the Diagnostic Schedule of Mental Disorders (DSMD). The psychological symptoms of patients were evaluated by the Self-rating Anxiety Scale (SAS) and Self-rating Depression Scale (SDS).

Study design: A questionnaire was developed based on the diagnostic scale of mental disorders, Self-rating Anxiety Scale and Self-rating Depression Scale, and 80 patients were investigated and analyzed. According to the results of the questionnaire, the correlation between mental disorders and psychological symptoms of college students was counted and analyzed.

Methods: The corresponding data were processed and analyzed by software SPSS17.0.

Results: The reliability of the questionnaire was tested. The reliability test results show that the questionnaire designed in the study has excellent reliability and high reliability, as shown in Table 1.

Table 1. Reliability test of questionnaire survey

	Kaiser-Meyer-Olkin	Bartlett's spherical test		
	Measurement sampling appropriateness	Approximate Chi-square	<i>df</i>	Significance
Value	0.971	8214.651	354	0.000

Conclusions: In the university stage, students have a wider contact area and more things. But at this time, college students' ideas have not changed, so they are easy to fall into a state of confusion and confusion in the face of various views and theories in the society. Some college students have accumulated too many negative emotions, which leads to mental disorders, which only aggravates the burden on their families and affects their normal life and study. The analysis of the causes of college students suffering from mental disorders will help teachers and schools to improve teaching methods, and can play a role in preventing college students from suffering from mental disorders. Therefore, based on personality psychology, the research analyzes the correlation between college students' mental disorders and psychological symptoms, helps teachers and schools to improve the teaching mode and prevent college students from suffering from mental disorders, which is of great significance to college students' learning and the development of a harmonious society.

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EFFECT OF INTELLIGENT DESIGN OF COMMUNITY HOME NURSING ENVIRONMENT ON REHABILITATION TRAINING OF ELDERLY WITH COGNITIVE IMPAIRMENT

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Background: With the advancement of the aging process of the population, the total proportion of the elderly in the social population is gradually increasing, and the number of the elderly with dementia is also

gradually increasing. Many elderly people have cognitive impairment, which seriously reduces the quality of daily life of the elderly. Cognition is the process of human acquiring and processing knowledge and information, including a series of cognitive activities and social behaviors such as learning, memory, thinking and emotion. Cognitive impairment refers to abnormal conditions in the process of cognition and processing, which hinder the development of people's normal learning and memory activities, patients with cognitive impairment often have slow perception or over sensitivity, hallucinations, memory loss and other conditions. In severe cases, they are also accompanied by pathological symptoms such as aphasia and agnosia.

At present, the elderly pension methods are gradually showing a diversified trend. Among them, the community pension model is a pension method that combines pension and community environment, so that the elderly can carry out pension life in their own environment. At home, they can not only be taken care of by their children, but also enjoy the pension services of professional community facilities. With the acceleration of social development, the combination of foreign advanced pension ideas and the actual situation and needs of domestic pension has derived the community home-based pension model under the new concept to create an intelligent pension community, combine community resources with the home-based pension, and improve the quality of life of the elderly. This new pension model with strong habitability is more suitable for the elderly with cognitive impairment. It can provide professional pension services for the elderly with cognitive impairment, and use the intelligent living environment to improve the living standards of the elderly with cognitive impairment.

Objective: To explore the design strategy of the new community home-based elderly care environment, analyze and study the challenges of building an intelligent elderly care community, provide guidance for improving the intelligent design level of the community home-based elderly care environment, expect to provide intelligent elderly care services for the elderly with cognitive impairment, and improve the quality of life of the elderly with cognitive impairment based on the community.

Research design: Using the method of correlation analysis, this study analyzes the correlation between different intelligent design aspects and the livable comfort of the elderly with cognitive impairment in the community home-based elderly care environment, and discusses the functions of intelligent elderly care community in life care, culture and entertainment, medical care the influence of intelligent design in the four directions of spirit and psychology on the elderly care life of the elderly with cognitive impairment. Based on the data results of correlation analysis, this paper puts forward the corresponding intelligent design strategy of community home-based elderly care environment, analyzes the problems and challenges faced by the environmental transformation of home-based elderly care community, and provides help for promoting intelligent home-based elderly care community and improving the comfort of elderly people with cognitive impairment.

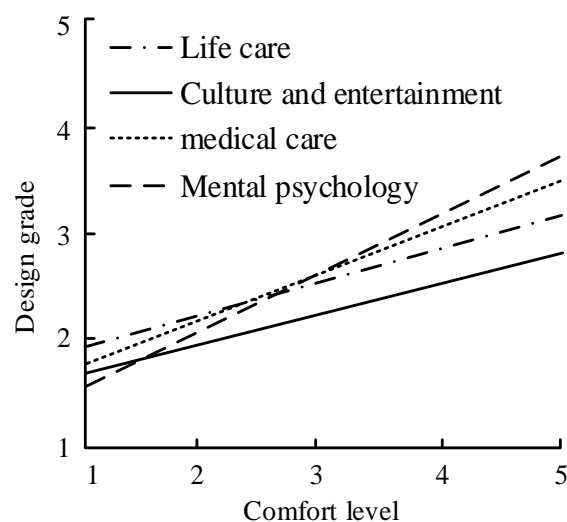


Figure 1. Correlation analysis between community intelligent design and livable comfort of the elderly with cognitive impairment

Results: The correlation analysis results between the intelligent design of community and the living comfort of the elderly with cognitive impairment are shown in Figure 1. The intelligent design of life care, culture and entertainment, medical care and mental psychology are positively correlated with the living comfort of the elderly with cognitive impairment. In the intelligent design of home-based elderly care community, the correlation coefficient between mental and psychological intelligent design and livable

comfort is the largest. Mental and psychological environmental design can effectively improve the elderly care and living comfort of the elderly with cognitive impairment.

Conclusions: The intelligent home-based elderly care environment can effectively help the elderly with cognitive impairment in the community improve the convenience of life, and promote the elderly with cognitive impairment to improve the quality of life from the aspects of life, social, health, entertainment and so on. The intelligent design of community home-based elderly care environment should strengthen the construction of technical feasibility and economy, promote the improvement of the intelligent level of information technology of community home-based environment, combine advanced community elderly care concepts and technologies with the elderly care needs of the elderly with cognitive impairment, and rely on the community as the environment, promote the construction and development of intelligent community public health system and home-based elderly care intelligent community. Make use of the intelligent and convenient home-based elderly care community environment to help the elderly with cognitive impairment improve their quality of life and level, and create a safe, healthy and livable community home-based elderly care environment and atmosphere for the elderly with cognitive impairment.

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EFFECT OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGE FOREIGN LANGUAGE COURSE ON THE ALLEVIATION OF COLLEGE STUDENTS' PSYCHOLOGICAL DEPRESSION

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Background: College students with psychological depression will be depressed, not interested in past things, feel depressed in learning and life, low learning efficiency, do not want to carry out social activities, have a low sense of self-esteem, have difficulty in paying attention in learning and life, and have suicidal thoughts in serious cases. There are different explanations for psychological depression. In the view of trait theorists, people who have suffered from depression are more likely to suffer from severe psychological depression, while humanistic schools in the interpretation of psychological depression say that the establishment of self-worth has a positive impact on depression. When psychological depression treatment is carried out, patients can be self accepted, which is helpful to the treatment of psychological depression. Behaviorist schools believe that psychological depression is related to the type of environment. If there is no positive reinforcement in life, individuals are easy to suffer from psychological depression. In college students, there are three influencing factors of psychological depression: achievement motivation, self-evaluation and interpersonal disorder. In the achievement motivation, influenced by the traditional education mode, college students have a thinking mode of judging excellence by their grades and are afraid of failure in the exam. Especially in the process of foreign language exam, when they can't reach the ideal score in the exam, they will have a strong sense of loss, think they are very failed and have no desired sense of achievement, resulting in psychological depression, which can also be called success anxiety. As college students are in a special stage of physical and mental growth, their self-evaluation will deviate. This phenomenon often occurs in the process of foreign language learning. In addition, due to the differences in personality, interests and hobbies, college students have conflicts in the process of interpersonal communication, which leads to psychological depression.

In recent years, the educational circles have put forward the concept of curriculum thought and politics. The course of ideological and political education is essentially a kind of education. Its purpose is to establish morality and cultivate people. In the process of education, it combines various subject knowledge with ideological and political theory courses. For example, in the ideological and political education of foreign language courses, help students establish correct three views and deeply excavate the ideological and political elements contained in foreign language professional courses. At present, the traditional foreign language teaching model cannot meet the needs of cultivating high-quality cross-cultural communication talents. The traditional foreign language teaching mode focuses on cultivating students' subject ability, ignoring the cultivation of students' political quality and cultural self-confidence. Some students worship foreign culture extremely, fail to see their own cultural advantages, and despise them. Therefore, it is very necessary to carry out ideological and political education in college foreign language courses. In addition, the ideological and political education of college foreign language courses has a positive significance, which will have a positive effect on college students' mental health. In this regard, the effect of ideological and political education in college foreign language courses on the alleviation of college students' psychological

depression is studied.

Objective: To understand the psychological depression of college students and study the current situation of ideological and political construction of foreign language curriculum. And on this basis, combine the foreign language teaching content with morality. Cultural comparison and language substitution are applied in the process of foreign language teaching to cultivate students' cultural communication ability, increase students' national pride and alleviate students' psychological depression in the atmosphere of cultural self-confidence. For example, in foreign language composition class, teachers combine China's cultural knowledge and habits, require students to excavate writing materials from around them, and apply them in the process of foreign language writing, which increases students' participation, makes students' learning enthusiasm better, and is conducive to the relief of students' psychological depression. Combine morality with foreign language teaching methods, and choose teaching methods according to the teaching content. For example, in Russian teaching, the relevant contents of Chinese higher education are expressed in Russian. In this process, students will feel the joy of success, so as to have a sense of achievement, and then promote the relief of students' depression.

Subjects and methods: The subjects were depressed college students majoring in foreign languages. 280 depressed college students majoring in foreign languages were randomly selected from three universities. These college students come from different grades and have different foreign language majors. Foreign languages include English, Russian and Korean. To understand students' psychological depression, foreign language learning and their political literacy, these college students were divided into Korean group (92), English group (95) and Russian group (93). These college students will receive ideological and political education in foreign language courses for one semester, two classes a week. During the experiment, the relevant experimental data were recorded, and the fuzzy evaluation method was used to study the effect of Ideological and political education of college foreign language courses on the alleviation of college students' psychological depression. The quantitative score of the relevant impact was 1-5 grades. The higher the score, the greater the impact. Through SPSS21.0 for data processing and analysis.

Results: In the process of foreign language learning, due to the influence of achievement motivation factors, college students are afraid of the exam and worry that their foreign language performance cannot reach the ideal score, resulting in a strong sense of loss and psychological depression. Or influenced by self-evaluation, college students think that they are lack of ability in foreign language learning, cannot see their own advantages, and produce psychological depression. By carrying out ideological and political education in college foreign language courses, combining morality with foreign language teaching contents, foreign language teaching methods and foreign language training objectives, college students can carry out moral education in the process of learning foreign language professional knowledge, cultivate students' democratic cultural pride and alleviate students' psychological anxiety. After the experiment, the depression score of Freshmen in the Russian group was 2 points, which was 2 points lower than that before the experiment. The relevant results are shown in Table 1.

Table 1. Psychological depression scores of college students of different grades in Russian group before and after the experiment

Grade	Time	Depressed	Fear	Low self-esteem
Freshman	Before experiment	4	4	4
	After the experiment	2	1	1
Sophomore	Before experiment	4	5	4
	After the experiment	2	2	1

Conclusions: Ideological and political education in college foreign language curriculum can alleviate college students' psychological depression, improve college students' political literacy, help college students form the habit of autonomous learning and improve their comprehensive quality.

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CLINICAL NURSING COUNTERMEASURES OF INTRAVENOUS INFUSION IN PATIENTS WITH MANIC DEPRESSIVE PSYCHOSIS

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Background: Manic depressive psychosis is a serious mental disease, which usually shows the characteristics of periodic and repeated attacks. Its causes mainly include the patients' emotional activity is too high or their mood is too low. The basic clinical symptoms of manic-depressive psychosis patients are mainly divided into two types, namely mania and depression. The two extreme emotional manifestations usually occur alternately or repeatedly. In the environment of increasing social competition and increasing life pressure, the prevalence of manic-depressive psychosis is rising, and the disease has become a common mental disease. Patients with manic depressive psychosis lack understanding of their own diseases and have poor treatment compliance, which is mainly manifested in non-compliance with medical advice and missing medication after discharge. For patients with manic depressive psychosis, the psychological disorder caused by pathological psychology is extremely serious and has significant uncontrollability, resulting in manic depressive psychosis patients showing different degrees of abnormal symptoms in cognition, will, emotion, behavior and other aspects, which has a great negative impact on their normal study, work and life, and even self-mutilation and suicide dangerous sexual behavior such as attacking others. The violent behavior of manic-depressive psychosis patients is difficult to predict and control, and continues to occur with the two extreme emotions of mania and depression, which has a certain high incidence. Based on this, the clinical nursing work for manic depressive psychosis patients has a strong potential risk, which is a great threat to manic depressive psychosis patients themselves and related medical staff. In order to ensure the safety of medical staff and improve the treatment compliance and clinical efficacy of patients with manic depressive psychosis, it is necessary to improve and optimize the clinical nursing mode of intravenous infusion.

Objective: The mental status of patients with manic depressive psychosis has strong variability. Under the influence of external factors or their own psychological hints, patients may show extreme emotions of mania and depression, and even violent behaviors such as hurting themselves and attacking others. In order to improve the clinical nursing and treatment effect of patients with manic depressive psychosis, reduce the incidence of violence and improve the degree of manic and depression, this study will analyze the psychological characteristics of patients with manic depressive psychosis, evaluate their aggressive behavior, and put forward improved clinical nursing countermeasures of intravenous infusion for patients with manic depressive psychosis.

Research object and method: 32 patients with manic depressive psychosis were screened from three mental rehabilitation centers, a total of 96. 96 patients with manic depressive psychosis were studied. The improved clinical nursing countermeasures of intravenous infusion were implemented, and their psychological changes were analyzed by fuzzy comprehensive evaluation method.

Research design: Based on the traditional clinical nursing model, the intervention means of language communication and psychological nursing for patients were added to form an improved clinical nursing strategy of intravenous infusion. To explore the changes of manic mood and depressive psychology of patients with manic depressive psychosis before and after the implementation of the improved clinical nursing strategy.

Methods: 96 patients with manic depressive psychosis were evaluated by Modified Overt Aggression Scales (MOAS). SPSS25.0 for statistical analysis of data, all measurement data were subject to *t*-test, and $P < 0.05$ was taken as the evaluation standard with obvious difference and statistical significance.

Results: The improved clinical nursing strategy of intravenous infusion for patients with manic depressive psychosis was applied to the nursing process of 96 subjects, and the comparison results of aggressive behavior as shown in Figure 1 were successfully obtained. According to Figure 1, before the implementation of improvement measures, the moas score level of the tested patients was high, and the score of attacking others was the highest, indicating that the patients were at high risk to others. After the implementation of the improvement measures, the aggressive behavior of all patients with manic depressive psychosis decreased, and the moas score of each evaluation item decreased significantly, and the difference was statistically significant ($P < 0.05$).

Conclusions: The improved clinical nursing countermeasures of intravenous infusion based on language communication and psychological nursing can effectively reduce the moas score of manic-depressive psychosis patients and minimize the incidence of aggressive behavior in the four evaluation levels of attacking themselves, attacking others, language attack and object attack. On the basis of building a good doctor-patient relationship, promote the rehabilitation of manic-depressive psychosis.

Acknowledgement: The research is supported by: Educational Science Planning Project of Hunan Province: Practice and research of the organic integration of information technology and contextualized teaching methods in basic nursing training courses (No. XJK20CZY025).

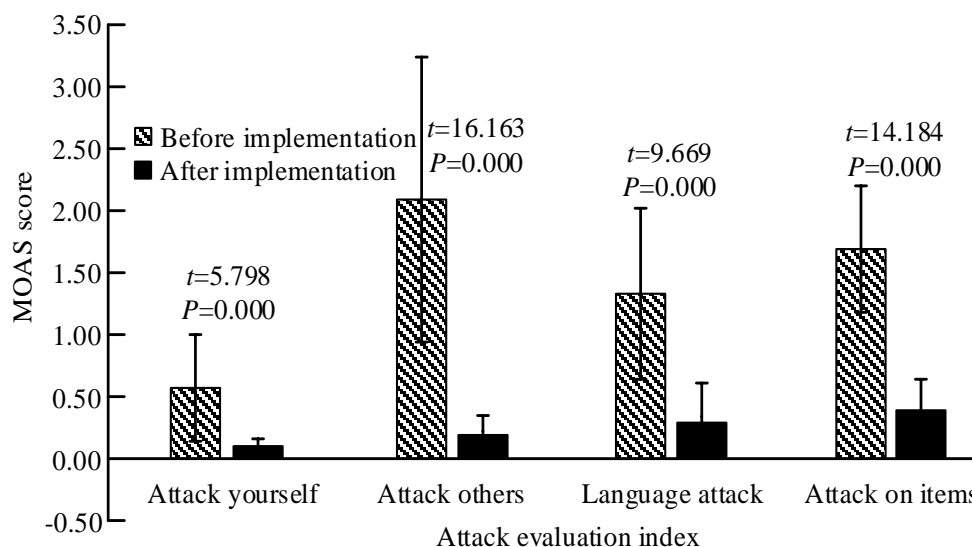


Figure 1. Comparison of aggressive behavior of patients before and after the implementation of improved clinical nursing countermeasures for intravenous infusion

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STUDY ON THE EFFECT OF MASS SPORTS ON ALLEVIATING PATIENTS WITH BEHAVIORAL DISORDERS

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Background: In the process of sustainable social development, people's material level has been continuously improved. On the basis of meeting the basic material pursuit, there are more spiritual needs. In this context, sports play a more and more important role in people's daily life. Mass sports, consistent with competitive sports in the concept of sports sociology, are the main components of sports. Compared with competitive sports, mass sports are not highly competitive. Its main purpose is to enhance physique and enrich leisure life. All members of the society can participate at will. In a word, mass sports have six basic characteristics: amateur time, universality of objects, randomness of projects, flexibility of forms, tradition of activities and sociality of benefits. Based on this, the audience of mass sports is very wide, which can play a certain role in ensuring people's physical and mental health.

Behavior disorder refers to that an individual's external behavior is relatively abnormal, which is obviously different from others, and the behavior may cause serious adverse effects on himself and others. The main causes of patients with behavioral disorders are mental disorders, namely delirium, manic episode, stress disorder, separation disorder, etc. The corresponding clinical manifestations include stereotyped action, forced action, imitation action, psychomotor excitement, psychomotor inhibition, etc. Stereotyped movement refers to the behavior disorder patients in the unconscious situation, aimlessly imitate the actions of others. Forced action means that the patient repeats the actions that lack the necessity of execution. If repeated processing is not carried out, the patient will show abnormal anxiety and irritability. Imitation refers to the patient's aimless imitation according to the actions and behaviors of others, usually accompanied by imitation speech. To alleviate the symptoms of patients with behavioral disorders, a series of examinations need to be carried out, including predictive examination, physical examination, laboratory examination, imaging examination, psychological test and other examinations. After obtaining the corresponding examination results, different types of treatment methods are adopted, such as psychotherapy, drug therapy, physical therapy, exercise therapy and so on. As a common form of exercise therapy, mass sports, with its diversified items and forms, can promote the emotional catharsis and physical release of patients with behavioral disorders, alleviate the impulsive and irritable behavior of patients in the process of exercise, help them establish good interpersonal relationships and eliminate behavioral disorders.

Objective: Under the influence of the etiology of mental disorders, patients with behavioral disorders will show a variety of types of behavioral disorders, mainly including abnormal behaviors such as psychomotor excitement and psychomotor inhibition, which is a threat to their normal life and personal safety. In order to alleviate the symptoms of patients with behavioral disorders and improve their mental health level, this study takes mass sports as an intervention means to explore the effect of mass sports on the symptoms of patients with behavioral disorders.

Research objects and methods: 133 patients with behavioral disorders were randomly selected to participate in mass sports. Before and after participating in mass sports for 3 months, nurses used the nurses' inpatient observation scale for inpatient evaluation (NOSIE) to study, and the NOSIE scores of all patients with behavioral disorders were recorded and analyzed.

Research design: NOSIE includes 30 evaluation items, with a total score of 120 points, including the total negative factor score and the total positive factor score, which are 64 points and 56 points respectively. The total score of NOSIE determines the severity of the disease or symptoms. The higher the score, the better the recovery of the disease or symptoms. At different time nodes before and after mass sports, the total NOSIE scores of patients with behavioral disorders were recorded.

Methods: Minitab20 software was used to process and analyze the relevant data of patients with behavioral disorders. All measurement data were expressed in the form of mean \pm standard deviation. *t*-test was used, and $P < 0.05$ was used as the standard with statistical significance.

Results: Before exercise intervention, the total score of NOSIE in 133 patients with behavioral disorders was lower, which was significantly lower than that after exercise ($P < 0.05$). The scores of total negative factors and total positive factors of patients with behavioral disorders after exercise are better than those before exercise, which shows that mass sports can effectively improve the symptoms of patients with behavioral disorders.

Table 1. Comparison of NOSIE scores of patients with behavioral disorders before and after mass sports

Evaluation time	Total negative factor score	Total positive factor score	Total score of NOSIE
Before exercise(<i>n</i> =133)	25.62 \pm 5.95	34.66 \pm 9.48	147.97 \pm 19.35
After exercise(<i>n</i> =133)	7.91 \pm 2.15	53.84 \pm 16.66	158.66 \pm 15.97
<i>t</i>	32.283	11.540	4.914
<i>P</i>	0.000	0.000	0.000

Conclusions: Mass sports can play a significant role in alleviating the of patients with behavioral disorders. Through various forms of healthy sports with free participation time, we can enhance the physique of patients with behavioral disorders, improve their mental health level and improve their performance of behavioral disorders.

Acknowledgement: The research is supported by: Humanities and Social Science Research Project of Education Department of Henan Province in 2022 "Research on the Development Status and Countermeasures of Mass Sports in Beautiful Village of Xinyang" (No. 2022-ZZJH-403).

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ON THE INFLUENCE OF CHINESE NATIONAL DANCE EDUCATION ON ALLEVIATING COLLEGE STUDENTS' MENTAL ANXIETY

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Background: College students are in a critical stage from adolescence to adulthood. Due to academic pressure, changes in social roles and immature psychological state, college students are prone to various psychological problems such as mental anxiety. Anxiety symptoms refer to the emotional states such as physiological tension, anxiety and fear when facing an event or situation, which will lead to the damage of individual daily function and social function. In recent years, the detection rate of mental problems such as mental anxiety and depression of college students shows an increasing trend year by year, which shows that the mental health status of college students is not optimistic. Serious mental anxiety will lead to serious pessimism in college students' study or life, and it is difficult to maintain a normal state of study or life. Mental anxiety will not only have a great negative impact on college students' subjective quality of life, but

also lead to negative events that hurt others or themselves, which is an irreparable loss to college students, their families and society. The causes of college students' mental anxiety have a certain diversity. In order to eliminate their mental anxiety, targeted mitigation measures need to be taken, among which cultural edification is an effective and reliable method. Among the various means of cultural edification, dance education occupies an important position. As a practical activity that can meet individual spiritual needs, dance can accompany individual learning and life, and is deeply loved and pursued by college students. Chinese national dance education includes Chinese traditional culture and national spirit, which is an elegant artistic experience. In the process of the development of Chinese national dance culture, it has mainly experienced three different development cycles: primitive stage, ancient stage and modern stage. Dance culture has also been artistically sublimated in this process, enhancing its own cultural flavor and artistic beauty. Chinese national dance education is one of the core components for individuals to achieve all-round development. It mainly concretely deals with the education of love by expressing emotional elements through body language. Moreover, Chinese national dance education can not only improve the physical coordination and physical quality of college students, but also enhance their participation in group activities, so as to strengthen the sociality of college students' personality and promote their healthy development to a certain extent.

Objective: Chinese national dance is an art form of human movement. The education of Chinese national dance for college students can enable them to obtain the enjoyment of beauty and artistic experience on the basis of cultivating physical coordination and strengthening physique, which is helpful to alleviate their psychological pressure and improve their psychological quality. The research will explore the application effect of Chinese national dance education, in order to clearly analyze the impact of Chinese national dance education on college students' mental anxiety and effectively alleviate college students' mental anxiety.

Research objects and methods: 42 college students, a total of 126, were randomly selected from each of the three universities. Depression Anxiety Stress Scales (DASS) and Beck Anxiety Inventory (BAI) were used to evaluate and analyze their mental anxiety status.

Research design: 126 college students were educated in Chinese national dance. The intervention time of dance education was set as 4 months. Before and after the intervention, the levels of mental anxiety were evaluated and compared by DASS and BAI. DASS contains three subscales, and each subscale includes seven evaluation items. DASS uses four grade scoring criteria to quantify the evaluation results, with 0-3 indicating never, sometimes, often and always. Multiply the sum of the scores of the three subscales by 2 to obtain the total DASS score of the evaluation object. In the anxiety subscale of DASS, 8 points are the index line of whether there is mental anxiety. If the score is lower than 8 points, it means there is no mental anxiety. If the score is greater than 8, the higher the score, the more serious the mental anxiety symptoms of the evaluation object.

Methods: Fuzzy comprehensive evaluation method and SPSS25.0 software were used to make data statistics and comparative analysis on the evaluation results of mental anxiety of college students.

Results: Before the intervention of Chinese national dance education, most college students were in the state of moderate anxiety, severe anxiety and extreme anxiety, accounting for 62.70%, 19.84% and 9.52% respectively. There are fewer college students in normal and mild anxiety, accounting for only 1.59% and 6.35% respectively. After the intervention, the number of college students with normal and mild anxiety evaluated by DASS anxiety subscale increased significantly, and their proportion increased to 18.25% and 49.21% respectively. The number of college students with moderate anxiety, severe anxiety and extreme anxiety decreased significantly. The scores of DASS anxiety subscale of college students before and after receiving Chinese national dance education are shown in Table 1.

Table 1. Score distribution of DASS anxiety subscale of college students under Chinese national dance education [n (%)]

Evaluation time	Normal	Mild anxiety	Moderate anxiety	Severe anxiety	Extreme anxiety
	Less than 8 points (%)	8-9 points (%)	10-14 points (%)	15-19 points (%)	More than 19 points (%)
Before dance education intervention	2 (1.59)	8 (6.35)	79 (62.70)	25 (19.84)	12 (9.52)
Dance education intervention	23 (18.25)	62 (49.21)	31 (24.60)	7 (5.56)	3 (2.38)

Conclusions: Chinese national dance education can significantly reduce the anxiety level of college students and effectively alleviate the mental anxiety symptoms of college students.

Acknowledgement: The research is supported by: 2021 National Social Science Foundation of China Key

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THE THERAPEUTIC EFFECT AND PROMOTING EFFECT OF RELIGIOUS BELIEF EMOTION ON MENTAL ANXIETY

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Background: Religious psychology is applied social psychology that specializes in the psychological activities produced by religious beliefs. Its research field covers almost all fields of psychology, and the relationship between religion and mental health has always been the research hotspot of this discipline. In real life, the vast majority of psychologists and psychological counselors engaged in mental health are atheists or anti-religious. However, in order to better treat patients' mental diseases, more and more mental health workers begin to pay attention to the relationship between religion and psychology. Bi Yi's religious concept, religious behavior and religious emotion also play a positive role, especially religion will affect the process of psychotherapy.

The contemporary social cognitive theory holds that our thinking will adopt specific strategies according to specific situations and goals, or make inferences according to specific theories to obtain enough correct understanding and judgment. Religion provides believers with a relatively complete set of thinking creeds, which constitutes the theoretical basis of believers' intuitive thinking. The consequence of this intuitive processing model is hypothesis deviation. That is, selective perception and memory prove some creeds, assumptions and schemata related to the world. The advantages of this strategy are high efficiency, fast judgment and less time-consuming. Although it is not necessarily correct, it may reduce the anxiety of patients with mental anxiety due to their addiction to unknown risks and fantasy scenes to a certain extent.

Objective: To analyze the advantages and disadvantages of various treatment methods for mental anxiety symptoms and the current situation of mental anxiety of religious people. On this basis, an experiment was designed to verify whether religious belief emotion is helpful to improve the treatment effect of mental anxiety symptoms.

Objects and methods: Collect research literature on mental anxiety and works on religious belief and mental health, and master the theoretical basis of religious belief in the treatment of mental anxiety. Then a treatment experiment was designed. The subjects were 200 adults with mental anxiety disorder. They were selected through the collection of social experiment volunteers. The subjects were divided into experimental group and control group, with 100 people in each group. The control group was given routine psychotherapy for mental anxiety disorder. On the basis of receiving the treatment scheme of the control group, the experimental group was also required to read religious works at least three times a week for no less than 20 minutes each time, watch religious lectures at least once a week, and record the viewing notes. The experiment lasted for 3 months. In addition, before and after the experiment, the subjects were required to self-evaluate the severity of mental anxiety symptoms. The evaluation method was a ten-point scale, in which 0, 2, 4, 6 and 8 respectively represented asymptomatic, mild, moderate and severe symptoms. Keep one significant digit after the decimal point of the score.

Results: The effective evaluation data of the two groups were entered into the computer and SPSS22.0 was used for statistical analysis. The quantitative data are displayed in the form of mean \pm standard deviation, and the significance test of *t*-value difference is carried out. The significance level is set to 0.05. See Table 1 for the statistical results.

Table 1. Statistics of self-assessment scores of mental anxiety severity of the two groups before and after the experiment

Self-assessment time	Experience group	Control group	Change value (%)	<i>P</i>
Before experiment	6.17 \pm 0.51	6.18 \pm 0.58	-0.16	2.440
After the experiment	2.24 \pm 0.49	4.77 \pm 0.42	-53.04	0.002

Note that “change value” in Table 1 means the change range of the average score of the experimental group at each time relative to the control group at the same time, and the unit is %. It can be seen from Table 1 that the *t*-test *P* value of the self-assessment score of mental anxiety severity of the two groups before the experiment is 2.440, which is far greater than the significance level of 0.05. It is considered that the data difference is not significant. After the experiment, the average self-assessment score of mental anxiety disorder severity in the experimental group decreased to 2.24 and that in the control group was 4.77. The former decreased by 53.04% compared with the latter, and the data difference was statistically significant.

Conclusions: In order to explore more effective non-drug treatment methods for mental anxiety, this study designed a mental anxiety treatment experiment based on the analysis of the advantages and disadvantages of various treatment methods for mental anxiety symptoms and the current situation of religious people’s mental anxiety. The experimental results show that the average self-assessment score of symptom severity in the experimental group combined with the principles of religious psychology is 2.24 and that in the control group is 4.77. The former is 53.04% lower than the latter, and the data difference is statistically significant. The data show that the method of integrating religious psychology into the treatment plan of patients with mental anxiety disorder is helpful to improve the treatment effect of patients. This is because after contacting religious works and ideas, patients will have more direct and simple things evaluation criteria, which can reduce the negative emotions of patients due to unwarranted anxiety about the current life situation and part of the future to a certain extent.

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RESEARCH ON THE INFLUENCE OF ANXIETY ON CONSUMERS’ PURCHASE INTENTION

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Background: Social anxiety is a typical irrational mentality, which refers to a widespread psychological state and emotion of tension, confusion and pessimism about the future. The anxiety psychology of people of different ages and different occupational attributes is different. For example, the anxiety psychology of teenagers is mainly based on recent and related trivia, and the consideration level is relatively narrow. Anxiety involves many aspects of age and psychology. The anxiety psychology of students mainly comes from their studies or family, while the anxiety psychology of working-class people mainly comes from work relations, human sophistication and so on. There are differences in the causes of anxiety in different groups, but it is undeniable that the tension caused by anxiety and the suspicion, irritability, fear, frustration, confrontation, as well as the accompanying confusion of thinking, mental laxity, lack of confidence and even psychological distortion will have a negative impact on people’s emotional regulation and behavior orientation. In serious cases, it will endanger personal physical and mental health and lead to antisocial behavior. Different levels of anxiety will make individual behavior different, which makes people easy to be guided by negative emotions when making things evaluation and decision-making, and make impulsive behavior and other behaviors that are not in line with reality and daily behavior. When dealing with anxiety, people often divert their attention and sight to avoid falling into anxiety for a long time, such as shopping behavior, exercise style, food decompression method and so on.

Among them, shopping behavior to alleviate anxiety refers to that people will show purchase intention and consumption behavior under the influence of consumption emotion, consumption motivation and other factors when choosing goods. Purchase intention is divided into positive purchase intention and negative purchase intention. Factors such as online word-of-mouth, selling price, service quality, logistics and price will affect consumers’ purchase intention, but the perceived value of the dominant factor in most purchase behaviors. Perceived value will affect people’s attitudes and views on purchase behavior, and then trigger purchase motivation. Emotional value plays an important role in guiding perceived value. For example, high and low emotions will make people have shopping behavior and affect their purchase intention. Merchants will also conduct emotional guidance to affect consumers’ purchase behavior. For example, the aesthetic style of “white, young and thin” advocated by businesses will the appearance anxiety of female consumers, and then drive them to produce consumption intention and consumption tendency. However, moderate

anxiety will promote people to change to the good, and consumers' purchase intention will also affect their anxiety. Therefore, exploring the relationship between it and consumers' purchase intention from the perspective of anxiety psychology will help to improve consumers' anxiety psychology from the perspective of behavior regulation and guide them to consume correctly and rationally.

Objective: In order to better explore the internal and external drivers of consumers' purchase intention, help them treat consumption behavior correctly, improve their anxiety psychology, promote the normal intervention of anxiety psychology and consumption psychology, and then improve the level of mental health.

Research objects and methods: 1000 consumers of different ages and occupations were randomly selected as the research objects, and the anxiety psychology of consumers was adjusted with the help of a self-rating anxiety scale. Then the research objects were randomly divided into groups to arrange different shopping behavior instructions and shopping intentions to guide their rational consumption. Then explore the psychological changes of consumers' anxiety under different shopping intentions.

Method design: Firstly, the degree of anxiety and willingness of daily shopping behavior of consumers were collected, and then they were randomly divided into groups according to the characteristics of subjects, and their shopping behavior intervention was carried out. After a period of four weeks, the anxiety psychology and anxiety level of consumers were collected by using the anxiety scale score.

Methods: With the help of social statistical analysis tool SPSS23.0, the changes of consumers' anxiety and purchase intention before and after the experimental intervention were statistically compared.

Results: Consumption is increasingly related to individual psychological needs, and the emotions generated by individuals will have an impact on subsequent consumption behavior. Some businesses urge consumers to buy self-improvement products by inducing consumers' anxiety. Through the influence mechanism of anxiety psychology on consumers' purchase intention, it is found that when individuals feel anxiety, individuals' self-improvement consumption intention is higher. Table 1 shows the scores of anxiety scale of consumers of different ages before and after the experimental intervention.

Table 1. Statistics of anxiety scale scores of consumers of different ages before and after experimental intervention

Before and after the experiment	Young consumers	Middle-aged consumers	Elderly consumers
Before experiment	17.65±1.98	26.37±1.68	15.14±1.72
After experiment	9.24±1.24	8.26±1.47	9.65±1.05

Conclusions: Different emotional values will affect people's different consumption tendencies and shopping intentions, and consumers' purchase behavior will be affected by consumption motivation, perception, learning stimulation and behavior attitude. Anxiety individuals often use the methods of emotional activation and psychosocial stress exposure to alleviate anxiety. Through the correct guidance of shopping behavior, they can effectively reduce consumers' psychological pressure and negative emotions, help them improve their anxiety and rational consumption, and then improve their mental health level.

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THE EFFECT OF MUSIC TEACHING IN COLLEGES AND UNIVERSITIES ON PSYCHOLOGICAL RELIEF OF PATIENTS WITH ANXIETY DISORDER

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Background: With the increase of social pressure and the limitation of individual tolerance, more and more people suffer from mental anxiety and emotional regulation difficulties, resulting in many psychological problems, such as anxiety disorder, depression, thinking disorder and so on, among which anxiety disorder is more common. Anxiety disorder can be divided into generalized anxiety and acute anxiety, and its etiology is complex and diverse, including genetic factors, stress factors, disease factors, etc. clinically, it is often manifested as motor agitation and sympathetic hyperfunction, accompanied by negative emotions such as anxiety, shame, disappointment, anxiety and fear. Anxiety experience is the main feature. According to the statistics of who, the proportion of patients with anxiety disorder receiving correct treatment in China is less than 10%. At present, the main treatment means of anxiety disorder is drug treatment, but drug treatment has compliance, and most patients with anxiety disorder are difficult to

adhere to it. Under the intervention of external environmental etiology, it is very easy to cause repeated illness. Mild anxiety disorder will not affect patients' normal life and work, and sometimes improve their accuracy and sensitivity in judging and dealing with things. However, the more serious anxiety disorder will cause a wide range of emotional fluctuations, make their mental state worse, and cause adverse effects and losses on their life and work, leading to other adverse symptoms. With the help of the power of music, we can strengthen the close contact between anxiety patients and the outside world, and different types and styles of vocal music works will bring different emotional experience and intervention mechanisms, and convey different emotional resonance and psychological feedback to the audience. Music teaching can effectively change people's mood and emotion with the help of notes and melody, so as to achieve the effect of psychological relief. Therefore, it is of great practical significance and value to explore the psychological relief effect of music teaching in colleges and universities on patients with anxiety disorder, help them improve their negative emotions and improve their mental health level.

Objective: As an effective psychotherapy method, music therapy can effectively alleviate people's negative emotions. In order to alleviate the anxiety and discomfort of patients with anxiety disorder and help them better regulate their emotions, study the intervention of patients with anxiety disorder with music teaching therapy, and explore the improvement mechanism of vocal music teaching on their anxiety, in order to relieve their psychological pressure and emotions, improve their mental health

Research objects and methods: 300 patients with anxiety disorder were randomly selected as the research object to collect their psychological status and anxiety level information, and then invited them to participate in the process of vocal music teaching in colleges and universities, with the help of vocal music performance, singing interaction the scores of Psychosomatic Tension Relaxation Inventory (PSTRI) and Hamilton Anxiety Scale before and after their participation were tested by means of music appreciation, and the experimental data were collected and sorted out.

Method design: Firstly, the correlation between vocal music therapy and anxiety disorder was analyzed by principal component analysis. Then the subjects were randomly divided into individual music therapy group (group A) and college music therapy group (group B), that is, the subjects in group A were distributed MP3 players and equipped with headphones, and the music the patients liked to listen to was stored in MP3 for 2-3 times a day. The subjects in group B were invited to participate in college music teaching activities 1-2 times a week for eight weeks. After the experiment, the treatment effect and the improvement of anxiety and depression of the subjects were statistically analyzed, and the experimental results were obtained.

Methods: The correlation between vocal music therapy and anxiety disorder was analyzed by a principal component analysis tool to analyze the experimental data.

Results: The intervention of college vocal music teaching on anxiety patients with its collectivity, diversity and richness can effectively alleviate their negative emotions and psychological pressure, help them relieve their emotions in the process of music participation, achieve the effect of emotional regulation, and improve the mental health level of anxiety patients to a certain extent. Table 1 shows the statistics of psychological and emotional scores of anxiety patients under the intervention of vocal music teaching in colleges and universities.

Table 1. Statistics of psychological and emotional scores of anxiety patients under the intervention of vocal music teaching in colleges and universities

Scoring dimension	Before intervention	After 4 weeks of intervention	After 8 weeks of intervention
Anxiety	2.45±0.63	1.37±0.45	1.03±0.41
Depression	2.35±0.39	1.24±0.39	1.05±0.46
Paranoid	1.94±0.58	1.27±0.46	1.03±0.59
Psychotic	2.63±0.46	2.34±0.12	1.69±0.43

Conclusions: Anxiety disorder is a common neurosis in clinic, and there is no complete treatment for anxiety disorder. Most patients with anxiety disorder are in a state of anxiety, worry and anxiety for a long time, which seriously affects their life and work, and some patients will have depression and other accompanying psychological diseases. Taking music teaching in colleges and universities as a psychological intervention means and exploring its psychological relief effect on patients with anxiety disorder will help to improve their anxiety and improve their mental health level.

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APPLICATION OF GARDEN LANDSCAPE VISIT IN THE TREATMENT OF PATIENTS WITH DEPRESSION

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Background: Depression refers to the emotional disorder or affective disorder caused by various reasons with depression as the main symptom. In other words, depression is a clinical symptom or state-centered on self-experience of depression. Depression has the characteristics of high prevalence, high recurrence rate and high suicide rate. The domestic epidemiological survey of mental diseases shows that the lifetime prevalence of depression is 5.2%-16.2%. About three-quarters of patients are at risk of lifelong recurrence. It can be seen that the harm of depression is huge, and research is necessary. A clinical feature of patients with depression is that they will pay attention to those disturbing events. Recent cognitive studies try to clarify the essence of this phenomenon. Maybe it is just their emotions that make them experience more negative events. However, this phenomenon may also be caused by deviations in some cognitive processes. Maybe they will selectively focus on these events in life, or maybe they think too much about the details of these negative events, which makes it easier for them to remember negative events and enhance depression. So far, the etiology and mechanism of depression are not clear. Because people's thoughts, reasoning, attitudes, the way they explain things, and the way they recall information will increase the risk of depression, and the core symptoms of depression are emotional and cognitive impairment. The cognitive impairment of patients with depression is mainly the decline of attention and memory. Most patients with depression complain of memory and inattention. Even if the symptoms of depression are significantly reduced, they still can't cope with their daily work. Patients with depression have no impairment in short-term memory and recognition, but there are obstacles in free memory. Although they can encode information, specific recall processes are impaired. In short, depression has a serious impact on people's normal life, which should be paid special attention to.

Relevant studies have pointed out that garden landscape visits have important effects on alleviating the disease symptoms of patients with depression, and there are rehabilitation garden landscapes specially used for the rehabilitation treatment of patients with depression. The so-called rehabilitation garden landscape refers to that designers use the planted garden plants, the set activity places, the overall environment of the garden and other means to give full play to the regulation function of the natural environment, promote the gradual improvement of people with special rehabilitation needs, achieve the purpose of rehabilitation of depression, and make such people obtain good treatment results. In short, psychotherapy function is the main feature of rehabilitation landscape. Therefore, from this point of view, excellent rehabilitation landscape design should not only have good environmental construction, but also skillfully use people's psychology to maximize the people who need rehabilitation to obtain better environmental governance effect. In view of this, this study constructed a treatment plan for depression based on garden landscape visit, so as to promote the development of physical and mental balance of patients with depression, help patients release the pressure they bear, relax the mood of patients with depression, and realize the effective treatment of depression.

Objective: Based on the garden landscape visit, the treatment scheme for patients with depression is constructed to improve the psychological development of patients as much as possible, so as to enhance the rehabilitation effect of depression treatment.

Research objects and methods: 160 patients with depression were randomly divided into control group and experimental group, with 80 patients in each group. Combined with HAMD depression scale, the depressive symptoms of the two groups were measured. The scale has five factors: blocking factor, cognitive impairment, sleep difficulty, somatic anxiety and significant weight loss. The control group was intervened in the conventional treatment mode, while the experimental group was intervened in the garden landscape visit treatment mode on the basis of the conventional treatment mode. The intervention period was 1 month. The improvement of depressive symptoms of the two groups were compared and analyzed.

Methods: Complete the data analysis through SPSS19.0 data statistical analysis software.

Results: Table 1 shows the improvement of depressive symptoms in the two groups. Compared with the control group of routine intervention, after the intervention of garden landscape visit treatment mode, the depressive symptoms of patients in the experimental group were improved more significantly, and there was significant difference between the two groups ($P < 0.05$).

Conclusions: Depression has a serious impact on people's normal life, and all sectors of society should pay special attention to it. For the treatment of depression, this study constructed a treatment scheme based on garden landscape visits. The results show that compared with the conventional treatment scheme, the garden landscape visit treatment scheme has obvious advantages in improving the symptoms of patients

with depression, which is worthy of popularization and application.

Table 1. Improvement of depressive symptoms in the two groups (n=160)

Dimensions of anxiety measurement	Control group (n=80)	Experience group (n=80)	P
Retardation factor	23.47	17.44	<0.05
Cognitive impairment	24.34	16.49	<0.05
Difficulty sleeping	23.46	15.44	<0.05
Somatic anxiety	23.35	15.49	<0.05
Significant weight loss	23.47	16.44	<0.05

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THE CURATIVE EFFECT OF ROCK COLOR PAINTING TEACHING ON PATIENTS WITH ANXIETY DISORDER

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Background: Modern medicine believes that anxiety is related to genetic factors. Anxiety can be found in the families of patients with anxiety. It is an organic disease with physiological and biochemical abnormalities in the brain, especially in the amygdala, hippocampus, hypothalamus and frontal cortex. The role of other brain structures in the development of anxiety. This may be the result of overactive anxiety, but it is not the result of overactive anxiety. In biochemistry, anxiety may be related to the interaction of a variety of neurotransmitters, including norepinephrine, serotonin and GABA. It may also be related to the increase of corticosteroid concentration in the blood and the disorder of central monoamine neurotransmitter metabolism or neurotransmitter system. In the treatment of depression, conventional treatment methods include: norepinephrine and serotonin reuptake inhibitors, benzodiazepines, selective serotonin reuptake inhibitors, and other drugs (antipsychotics, antiepileptics). There are many effective drugs for the treatment of anxiety disorders, mainly including Antidepressants Sertraline, Paroxetine and Venlafaxine, Escitalopram, Duloxetine and Imipramine, Buspirone in Azaspiron, Alprazolam, Diazepam, Lorazepam and Brozepam in Benzodiazepines, Antiepileptic drug Pregabalin, Antihistamines, Hydroxyzine, etc. In short, the clinical manifestations of anxiety disorder are chronic anxiety disorders such as tension, excitement of autonomic nerve function and excessive vigilance, accompanied by a series of symptoms such as muscle tension, autonomic nerve disorder and exercise anxiety, which last for a long time. It is generally believed that over compensation for negative emotions can lead to anxiety disorder. With the development of social economy, people's life and work pressure is increasing. The incidence rate of anxiety disorders is also increasing.

Rock painting refers to the painting works carried out on paper, cloth, board, metal and wall with colored grindstone or colloidal powder as the main medium. Rock paintings painted and carved on rocks all over the world vividly record the daily life and spiritual and cultural beliefs of primitive ancestors. Its existence has greatly made up for the lack of historical materials and restored the rich and colorful life pictures of primitive ancestors. It can be said that rock paintings appear in a macro form, similar to environmental art or earth art. Therefore, the accumulated space-time energy is significantly higher than that of ordinary primitive art forms. Rock painting has experienced a long historical evolution, which can be said to be the treasure of Oriental culture. Although there are ups and downs, it has achieved sustainable development in Japan and Taiwan after all. As an ancient form of painting, rock painting once again attracted the attention of Chinese painting circles and began to explore. Relevant studies have pointed out that rock color painting is of great significance in the treatment of patients with anxiety disorder because of its far-reaching spiritual connotation and long-standing cultural heritage. In view of this, this study launched the application effect of rock painting teaching on the treatment of anxiety disorder, so as to provide a new direction and new ideas for the treatment of anxiety disorder.

Objective: In order to increase the methods and schemes of clinical treatment of anxiety disorder, the research on the treatment of anxiety disorder based on rock color painting teaching is carried out, which aims to improve the treatment effect of anxiety disorder and provide a new idea and direction for the treatment of anxiety disorder in the future.

Research objects and methods: 60 patients with anxiety disorder were randomly divided into control group and experimental group, with 30 in each group. The patients' anxiety symptoms were measured with

the Self-rating Anxiety Scale (SAS). Among them, the control group adopted the conventional treatment mode, while the experimental group added rock color painting teaching content intervention in the conventional treatment mode for 6 months. The improvement of anxiety symptoms of the two groups were compared and analyzed.

Methods: Complete the data analysis through SPSS23.0 data statistical analysis software.

Results: Table 1 shows the improvement of anxiety symptoms in the two groups after 6 months of intervention. Compared with the control group with routine treatment, the anxiety symptoms of patients in the experimental group improved more significantly after rock painting intervention, and there was significant difference between the two groups ($P < 0.05$).

Table 1. After 6 months of intervention, the anxiety symptoms of the two groups improved ($n=60$)

Factor	Control group ($n=30$)	Experience group ($n=30$)	P
Somatization	2.38±0.47	1.37±0.48	0.00
Obsessive compulsive symptoms	2.64±0.59	1.62±0.58	0.00
Interpersonal sensitivity	2.75±0.61	1.66±0.61	0.00
Depressive status	2.69±0.59	1.52±0.60	0.00
Anxiety state	2.47±0.43	1.39±0.43	0.00
Hostile situation	2.54±0.55	1.45±0.56	0.00
Psychological state of terror	2.36±0.41	1.25±0.43	0.00
Paranoid mental state	2.44±0.56	1.43±0.57	0.00
Psychotic	2.29±0.42	1.28±0.43	0.00

Conclusions: The accumulated space-time energy of rock painting is significantly higher than that of ordinary primitive art forms. Rock painting has experienced a long historical evolution and can be said to be the treasure of Oriental culture. In order to increase the methods and schemes of clinical treatment of anxiety disorder, the research on the treatment of anxiety disorder based on rock color painting teaching was carried out. The results show that after the implementation of rock painting teaching intervention, the anxiety symptoms of patients with anxiety disorder have been significantly improved, because it can provide new ideas and new directions for clinical treatment of anxiety disorder. In short, because of its profound spiritual connotation and long-standing cultural heritage, rock color painting is of great significance in the treatment of patients with anxiety disorder.

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INFLUENCE OF PROJECT-BASED TEACHING OF “PHOTOGRAPHY” COURSE ON STUDENTS’ PSYCHOLOGICAL COGNITIVE IMPAIRMENT IN HIGHER VOCATIONAL COLLEGES

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Background: According to psychological theory, cognitive disorder is a psychological disorder developed from the perspective of cognitive psychological disorder. Psychological cognitive disorder can be called a neurocognitive disorder. Patients mainly have psychological disorders in problem solving, perception, memory, learning and so on. In the field of medicine, psychological cognitive impairment is defined as six cognitive impairments: social cognition, complex attention, language, perceptual motor function, learning and memory, and executive function. Individuals usually have a decline in these cognitive abilities, and in severe cases, they can have a brain decline. At present, the pathogenesis of the disease is still controversial. Mature theories believe that the cognitive neural process of patients with psychological cognitive impairment can analyze the relationship between psychological impairment and behavioral inhibition. These psychological and emotional responses related to stimuli include a variety of cognitive neural processes, such as attention process, working memory, consciousness and so on. Some studies believe that mental problems such as social anxiety, social fear, panic disorder, compulsion and depression are caused by psychological cognitive impairment. Psychological cognitive impairment is a disease that clinical

psychologists and psychiatrists must understand. Patients usually need timely and effective psychological intervention, which plays a very important role in their healthy development. In the educational management of higher vocational colleges, the project-based teaching reform of “photography” course has certain practical significance for the research of students’ psychological cognitive impairment.

In view of students’ psychological cognitive impairment, there are very prominent problems in the project-based teaching of “photography” course in higher vocational colleges, which can be embodied in the following aspects. First, the curriculum construction is relatively backward, and there is no perfect teaching equipment and corresponding necessary measures. Professional photography facilities and equipment have high investment funds and occupy more training venues. Therefore, many colleges and universities cannot meet the normal teaching objectives and the supply of corresponding equipment. Third, the teaching mode is single and the assessment system is simple. The important place for most colleges and universities to carry out photography learning is the classroom. There are too many theoretical explanations of traditional photography technology, and the practical operation courses are mainly technical exercises. Students’ awareness of the importance of photography learning and their enthusiasm for learning are not high, the teaching mode is conservative and outdated, and the knowledge points taught in the course are not practical, cutting-edge and forward-looking. Third, there are few teaching hours and the rationality of curriculum is poor. The learning content of photography course is complex, and the technical and operational skills are high. When there are few class hours, teachers cannot complete the teaching tasks with quality and quantity. In terms of time arrangement, the teaching objectives of “photography” course in higher vocational colleges only consider the outline requirements, while ignoring the ideological expression effect and visual effect of the final image presentation. The project-based teaching scheme of “photography” course in higher vocational colleges needs to be reformed according to the problems. The emergence of these problems aggravates students’ psychological cognitive impairment. Educators urgently need to provide a project-based teaching reform scheme of “photography” course in order to comprehensively and eradicate psychological cognitive impairment.

Objective: This paper analyzes the effect of project-based teaching of “photography” course on students’ psychological cognitive impairment in higher vocational colleges, in order to improve students’ psychological cognitive impairment.

Research objects and methods: Students from two schools were selected to analyze the impact of project-based teaching of “photography” course on psychological cognitive impairment in Higher Vocational Colleges through grey comprehensive evaluation method. The number of students was 100 and the cycle was 6 months. The evaluation indexes include social cognition, complex attention, language, perceptual motor function, learning and memory, and executive function. The evaluation results quantify the degree of improvement through the five score ranges of 0-20, 21-40, 41-60, 61-80 and 81-100, indicating no improvement, slight improvement, improvement, obvious improvement and serious improvement respectively. In order to avoid the interference of personal subjective influence on the results in the evaluation process, the average value of the research object is selected and the data after rounding is taken as the final result.

Methods: Through Excel statistical, this paper analyzes the influence value of psychological cognitive impairment before and after the improvement of project-based teaching of “photography” course in higher vocational colleges.

Results: Table 1 refers to the influence value of the project-based teaching of “photography” course in higher vocational colleges on psychological cognitive impairment before and after the improvement. It can be seen from Table 1 that after improving the project-based teaching scheme of “photography” course in higher vocational colleges, students’ social cognition, complex attention, language, perceptual motor function, learning and memory and executive function have been effectively improved.

Table 1. Influence value of project-based teaching of “photography” course on psychological cognitive impairment before and after improvement in higher vocational colleges

Category	Before	After 4 weeks	After 8 weeks	After 16 weeks	After 24 weeks
Social cognition	18	26	35	48	68
Complex attention	12	34	48	68	89
Language	25	36	46	72	86
Perceived motor function	16	26	35	46	68
Learning and memory	32	46	58	63	71
Performing function	28	52	65	71	78

Conclusions: The optimized project-based teaching scheme of “photography” course in higher

vocational colleges can alleviate students' psychological cognitive impairment, especially in complex attention and language. The scheme can be applied to the intervention treatment scheme of students with psychological impairment.

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INFLUENCE OF INTEGRATING REGIONAL DIFFERENCES INTO MUSIC CULTURE IN MUSIC EDUCATION IN COLLEGES AND UNIVERSITIES ON STUDENTS WITH AFFECTIVE DISORDER

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Background: Affective disorder, also known as manic depressive disorder, is characterized by depression and high mood. It is a common clinical disease. Fear, external motivation, indifference, inferiority, depression and anxiety are the most common clinical manifestations. Anxiety is mostly closely related to learners' past experience, especially when learners suffer negative evaluation and personal injury from people around them. Inferiority complex is a psychological phenomenon. It refers to the emotion that individuals underestimate their abilities and experience failure in the process of learning. The sense of inferiority not only affects students' academic performance, but also has a significant impact on individual ability and potential. The main pathogenic factors are psychosocial factors and zoological factors. The more mature pathogenesis is neuroendocrine disorder hypothesis and central neurotransmitter metabolism disorder hypothesis. Authoritative medical journals believe that emotional factors are closely related to motivation, self-confidence, will quality and so on. If we do not take appropriate measures for effective emotional disorder intervention, it will have very serious consequences, and even hurt others or commit suicide. Therefore, taking active intervention measures for patients with affective disorder is of great significance for the treatment of patients. At present, the effective intervention methods are combination therapy of traditional Chinese medicine and behavioral therapy. Common clinical treatment methods need targeted treatment according to the clinical disease type of patients.

The integration of college music education into regional differences and music culture can improve students' emotional barriers. Students with emotional barriers need to be prevented from the aspects of emotional attitude, learning strategies, cultural background, cognitive style and so on. College music educators need to accumulate more cultural backgrounds and cultural characteristics of countries all over the world, constantly improve their learning strategies, adjust and optimize their emotional attitudes, and ensure that the music they deliver can deliver positive information, so as to help students alleviate emotional disorders. At present, the research on the integration of music culture into college music education combined with regional differences has been widely valued by teaching scholars. The current situation of the integration of regional difference culture into college music classroom is as follows, which is mainly reflected in three aspects: curriculum, teacher arrangement and teaching status. For the curriculum, the current music culture is lower than the difference, there is no systematic teaching system, and there are omissions in the form of expression and historical period. In terms of teacher arrangement, there are few teachers specializing in music teaching. Most teachers need to participate in other types of music teaching and other social activities. For the current situation of teaching, teachers have no new ideas in the teaching process, and the teaching method is single, which cannot arouse the curiosity of students. In the process of learning, students do not pay attention to regional differences in the study of music culture courses, and students generally show a lack of understanding of the courses. The conclusion that integrating regional differences into music culture in music education in colleges and universities can improve students' emotional barriers has been confirmed in most studies.

Objective: To explore the role of integrating music education into regional differences and music culture in the improvement of students' affective disorder, in order to analyze the risk factors affecting the improvement of affective disorder, and provide scientific suggestions for music education in colleges and universities to improve affective disorder.

Research objects and methods: Select the students with affective disorder from two schools to analyze the effect of music education in colleges and universities after integrating regional differences into music culture. Through the single factor comparative analysis of the factors related to the improvement of affective disorder, and setting the improved affective disorder as the dependent variable, the risk factors with statistical significance are obtained by logistic regression analysis. The relative risk is determined by Odds Ratio (OR), and the 95% confidence interval is determined. If the or value is greater than 1, it indicates

that the influencing factor is a risk factor. $P < 0.05$ means the difference is statistically significant.

Methods: Through SPSS22.0 statistical to sort out and analyze the improvement of affective disorder, and obtain the influencing factors of integrating regional and local culture into music teaching in colleges and universities.

Results: Table 1 refers to the analysis results of influencing factors of emotional disorder relief after music education in colleges and universities is integrated into regional differences and music culture. The results of multivariate logistic regression analysis show that curriculum, teaching staff and teaching mode play an obvious role in the alleviation of students' affective disorder, which are the risk factors of affective disorder alleviation.

Table 1. Analysis of influencing factors of affective disorder after music education in colleges and universities integrate regional differences into music culture

Independent variable	Regression coefficient	Standard error	Chi square value	OR	Lower limit of 95% confidence interval	Upper limit of 95% confidence interval	<i>P</i>
Gender	0.349	0.077	20.551	1.705	0.606	0.826	0.059
Curriculum	1.569	0.798	3.863	0.812	1.004	22.943	0.000
Teaching staff	2.326	1.22	3.633	1.239	3.036	6.358	0.004
Major	0.113	0.025	0.278	1.987	6.041	3.036	0.032
Teaching mode	1.284	1.320	9.865	1.365	4.261	13.264	0.005
Grade	0.131	0.695	0.821	11.032	1.065	4.028	0.000

Conclusions: After the music education in colleges and universities is integrated into the music culture of regional differences, the influencing factors of emotional disorder relief are curriculum, teaching staff and teaching mode. The follow-up research can intervene the emotional disorder of music education students in colleges and universities from these three aspects.

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THE CONSTRUCTION OF ENGLISH AESTHETIC CLASSROOM IN SENIOR HIGH SCHOOL UNDER COGNITIVE NEUROSCIENCE

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Background: Cognitive neuroscience is a combination of neuroscience and cognitive psychology. It integrates neuroscience, computer science, cognitive science, psychology and other fields. Cognitive neuroscience analyzes the brain mechanism of human cognitive activities from the perspectives of cognition, behavior, brain and gene. The related research is divided into micro and macro aspects. In the micro aspect, the multi-level neurobiological research of neural circuits and cells is analyzed by molecular biology methods. From the macro level, the research contents involved are normal human brain function imaging and neuropsychological research of brain injury patients. Cognitive psychology is a subject that analyzes the law of human psychological activities. Its research object is the cognitive status of internal psychology, including language, thinking, memory, perceptual learning, attention, perception and so on. Cognitive psychology can be divided into two types: broad sense and narrow sense. The narrow sense of cognitive psychology holds that it is a science of information processing. In a broad sense, cognitive psychology includes information processing psychology, psychologism school and structuralism psychology. Structural cognitive psychology originated from the cognitive development process of children obtained by psychologists in continental Europe. Psychologism refers to the speech of behaviorist psychologists. They analyze the memory and perception of complex phenomena such as words and sentences, and study the influencing factors of memory function. Cognitive psychology theory attaches importance to the role of knowledge and points out that the main influencing factor of human behavior is knowledge. There is long-term memory in cognitive process. Long-term memory is determined by emotion and attention. It can also stimulate short-term memory and make it valuable.

At present, most scholars combine practical teaching with cognitive neuroscience in order to innovate

educational ideas and teaching technology. At present, there are many problems in the construction of senior high school English classroom, which is mainly manifested in that teachers only pay attention to the indoctrination of students' basic knowledge. Aesthetic education is the most easily ignored requirement of modern teachers, which plays a very positive role in promoting students' all-round development and growth into a sound high-quality talent. Combined with the background of cognitive psychology, the construction of English aesthetic curriculum in senior high school needs to meet students' aesthetic feelings. High school English classroom needs let students feel beauty and classroom needs let students find beauty. For students to feel the beauty in senior high school English classroom, teachers need to let students find the beauty of language through reading aloud and text through analysis. Reading aloud is of great significance in English teaching. It not only reflects the comprehensive strength of students, but also helps students enter the learning state quickly. In the process of reading aloud, students can perceive the beauty of rhythm and rhythm of language, as well as the beauty of structure and rhetoric of reading articles. When students are exposed to different text types such as sound, picture and text in the course, they can not only obtain the necessary information, but also obtain the beauty displayed in different forms of expression. For the aesthetics outside the senior high school English curriculum, teachers can make reading cards and perform textbook plays to make students form an aesthetic feeling.

Objective: This paper analyzes the construction ideas and strategies of senior high school English aesthetic classroom under cognitive neuroscience, in order to provide a new research direction for the formulation of senior high school English aesthetic teaching plan in colleges and universities.

Research objects and methods: The students of two schools are selected to evaluate the English aesthetic curriculum in senior high school through fuzzy comprehensive evaluation method and analytic hierarchy process. The number of students is 50 and the cycle is 6 months. The first level evaluation index includes aesthetics outside the curriculum and aesthetics inside the curriculum. Aesthetics outside the course includes reading aloud, text analysis and communication. The internal audit of the course includes reading cards, playing textbook plays and activities. The evaluation results quantify the aesthetic effect of the course through the five scoring ranges of 0-20, 21-40, 41-60, 61-80 and 81-100, indicating no improvement, slight improvement, improvement, obvious improvement and serious improvement respectively. In order to facilitate the expression of the research results, the average value of all objects is selected and the data after rounding is taken as the final result.

Methods: The evaluation results of English aesthetic courses in senior high schools of different schools are obtained through jmppro15 data statistical analysis software.

Results: In high school, P refers to the aesthetic effect of neuroscience curriculum in high school. As can be seen from Table 1, the score of aesthetic course effect in the three courses is 81-100, and the evaluation grade is serious improvement. Therefore, the designed high school English aesthetic course combined with cognitive neuroscience can achieve very obvious improvement in reading aloud, text analysis and communication. The aesthetic course combined with cognitive neuroscience can meet the aesthetic requirements of high school students.

Table 1. Effect of school P on English aesthetic curriculum in senior high school under cognitive neuroscience

Category	No improvement	Slightly improved	Improve	Significant improvement	Serious improvement
Reading aloud	2	3	9	12	24
Text analysis	2	4	10	11	23
Communication	1	3	14	10	22
Reading card	4	3	18	9	16
Play a textbook play	6	3	15	9	17
Activity	3	5	16	8	18

Conclusions: The high school English aesthetic curriculum combined with cognitive neuroscience constructed by the institute has a high effect on the aesthetic curriculum inside and outside the curriculum. This scheme can be applied to the construction scheme of follow-up English aesthetic curriculum, which has very important value.

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ROLE OF THINKING OBSTACLES IN MODERN ART DESIGN INTEGRATING

TRADITIONAL AESTHETICS

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Background: Human thinking has gradually changed from the initial intuitive image thinking to abstract logical thinking. This change process stems from continuous practice and continuous learning, as well as the improvement of brain structure and function. Thinking is the indirect reaction and generalization reaction of human brain to objective things. It includes epiphany thinking, logical thinking and image thinking. Individual logical thinking has different modes, such as theoretical and empirical. Logical thinking is an advanced form of thinking. It refers to the form of thinking that reflects reality through reasoning, judgment and concept in the process of cognition. Its characteristic is to reflect the essential attributes of things through abstract forms. Thinking logic disorder is an important and common symptom of mental illness, which mainly includes thinking content disorder and thinking form disorder. Thinking form obstacles refer to the obstacles generated through the process of association. Common thinking form obstacles include logical inversion of thinking, new words, symbolic thinking, thinking diffusion, thinking sound, thinking insertion, thinking interruption, pathological paraphrase, loose thinking, lack of thinking, slow thinking, overflow of thinking, etc. Thinking content disorder is a pathological distorted idea, which is mainly manifested in the sense of insight, jealousy delusion, love delusion, hypochondriac delusion, sin delusion, exaggeration delusion, physical influence delusion, relationship delusion, victimization delusion, etc.

If people have thinking obstacles, it will have a very negative effect on people's life, work and study. There are many problems about cognitive impairment in the combination of modern art and design with traditional aesthetics, which can be reflected in the poor integration effect of modern art and design, the narrow application scope of traditional aesthetics and so on. Paper cutting art is a very important folk art. It has obvious and strong modeling characteristics, regional characteristics and mass universality. As a traditional Chinese aesthetic art, paper-cut art has become a work in line with people's aesthetics through funeral etiquette and festival customs. It is of great positive significance to combine paper-cut art with modern art design for development and inheritance. The combination of traditional art in modern art design has the characteristics of diversified forms of expression and extensibility in other design fields. In the process of modern art design, the integration of traditional art paper-cut is reflected in the following aspects: modern illustration and paper-cut art, film and television creation and paper-cut art, advertising design and paper-cut art, packaging design and cutting art, book design and paper-cut art. In recent years, the design of books has developed rapidly. The printing methods include embossing, gravure and so on. Hollowing out technology in paper-cut art is also widely used. Adding paper-cut elements in the process of book cover design can form a unique visual impact.

Objective: This paper analyzes the integration effect before and after the integration of traditional aesthetics practitioners' thinking logic barriers in modern art design, in order to improve the aesthetic value of modern art design and better reflect the unique charm of modern art design.

Research objects and methods: Select authoritative websites to obtain the fusion data of modern art design integrating traditional art. The data mining types are modern illustration, film and television creation, advertising design, packaging design and book design. Analyze the thinking logic obstacles of modern art design practitioners through association rule data mining algorithm to improve the fusion effect of traditional aesthetics before and after. The fusion effect is aesthetic value, cultural heritage and local characteristics. The evaluation indexes of fusion effect are confidence, promotion and support. The higher the value, the better the fusion effect.

Methods: Through Minitab data analysis software to analyze the thinking logic, improve the front and rear modern art design and integrate the traditional art.

Results: Table 1 refers to the mining results of the improvement of thinking logic and the integration of postmodern art design with traditional art. According to Table 1, the confidence of local characteristics, cultural heritage and aesthetic value is 0.89, 0.92 and 0.93. Therefore, thinking logic barrier plays a very important role in the integration of modern art design and traditional art. In the subsequent analysis of the research on the integration of modern art design and traditional art, designers without thinking logic obstacles need to be selected, which not only ensures the effective integration of modern art design and traditional art to a certain extent, but also improves the aesthetic value of artistic works.

Conclusions: Under the background of the improvement of thinking barriers, the integration of traditional aesthetics and modern art design has an excellent effect, which is embodied in the high local characteristics, cultural inheritance and aesthetic value of art works. The proposed scheme of integrating traditional aesthetics with modern art design has certain popularization value.

Table 1. Thinking logic improves the mining results of post-modern art design integrating traditional art

Mining itemset	Confidence	Promotion	Support
Local characteristics	0.89	0.90	0.91
Inherit culture	0.92	0.93	0.94
Aesthetic value	0.93	0.94	0.95

Acknowledgement: The research is supported by: 2021 Wanjiang Pilot Zone Project-Industry Education Integration Mechanism System Innovation Project: Exploration of modern apprenticeship talent training mechanism based on post certificate competition education integration. No. WJ-TZJZ-011.

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THE IMPACT OF REGIONAL ECOTOURISM DEVELOPMENT ON CONSUMERS' COGNITIVE IMPAIRMENT FROM THE PERSPECTIVE OF CIRCULAR ECONOMY

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Background: Circular economy, also known as “resource circular economy”, is an economic development model characterized by resource conservation and recycling and harmonious development with the environment. It emphasizes organizing economic activities into a feedback process of “resource product renewable resources”, which is characterized by low exploitation, high utilization and low emission. All materials and energy can be reasonably and sustainably utilized in this continuous economic cycle, so as to reduce the impact of economic activities on the natural environment to the smallest extent possible. Ecotourism is a comprehensive industry relying on ecotourism resources and tourism facilities to create convenient conditions for ecotourism activities of ecotourists and provide required goods and services. Ecotourism resources, tourism facilities and tourism services are the three elements of ecotourism operation and management. The development and utilization of ecotourism resources provides the possibility to meet the needs of ecotourists and is the basis for the survival and development of ecotourism. Tourism service system is the living labor that tourism operators provide convenience to ecotourists with the help of tourism facilities and certain means, it is a new tourism industry to create theoretical necessary conditions for using and giving full play to the effect of ecotourism resources, provide services for ecotourism activities through the implementation of certain tourism economic entities and ecotourism policies, and realize the four functional modes of tourism, protection, poverty alleviation and environmental education. Regional ecotourism from the perspective of circular economy is to develop tourism activities in the regional carrying capacity and realize economic benefits and sustainable development of tourism without damaging the ecological environment.

Cognition is an intelligent processing process for the body to recognize and acquire knowledge, involving a series of learning, psychological and social behaviors such as learning, memory, language, thinking, spirit and emotion. Cognitive impairment refers to the pathological process of abnormal brain advanced intelligent processing related to the above learning, memory and thinking judgment, resulting in serious learning and memory impairment, accompanied by aphasia or apraxia, or agnosia or disability. Consumer cognitive disorder refers to the psychological disorder that consumers show when shopping, such as difficult choice, emotional anxiety, slowness and other symptoms, which makes their sense of consumption experience decline. The richness of goods and services, the difference of individual demand and consumption power will cause consumers to have a certain degree of cognitive impairment. In serious cases, it will make it difficult for consumers to carry out normal consumption behavior, so as to reduce their quality of life.

Objective: In order to better improve consumers' cognitive impairment symptoms and improve their consumption experience and quality of life, this paper studies the impact of regional ecotourism development on consumers' cognitive impairment from the perspective of circular economy, so as to meet consumers' needs and help them improve their living standards.

Research objects and methods: 500 consumers with cognitive impairment were selected as the research objects. The questionnaire was designed by using statistical analysis method and self-assessment scale of problem-based learning (SSPBL). The experimental objects made statistics on the cognition of ecotourism from different perspectives.

Method design: The subjects were divided into experimental group and control group. The control group did not use any perspective to analyze ecotourism. The experimental group counted the cognitive situation

of regional ecological economics from the perspective of circular economy, and evaluated the cognitive level of the subjects from different perspectives with the help of the questionnaire scoring results. All the questionnaires and effective questionnaires were 500 and 498, the effective rate of the questionnaire was 99.6%.

Methods: Excel was used to statistically analyze the cognitive scores of subjects on ecotourism from different perspectives.

Results: After analyzing the regional ecotourism industry from the perspective of circular economy, it is found that the symptoms of consumers' cognitive impairment are relieved, their emotional level and cognitive level are more stable, and there are statistical differences in the scale scores of the two groups of subjects. Figure 1 shows the relationship between the development of regional ecotourism and cognitive impairment from the perspective of circular economy.

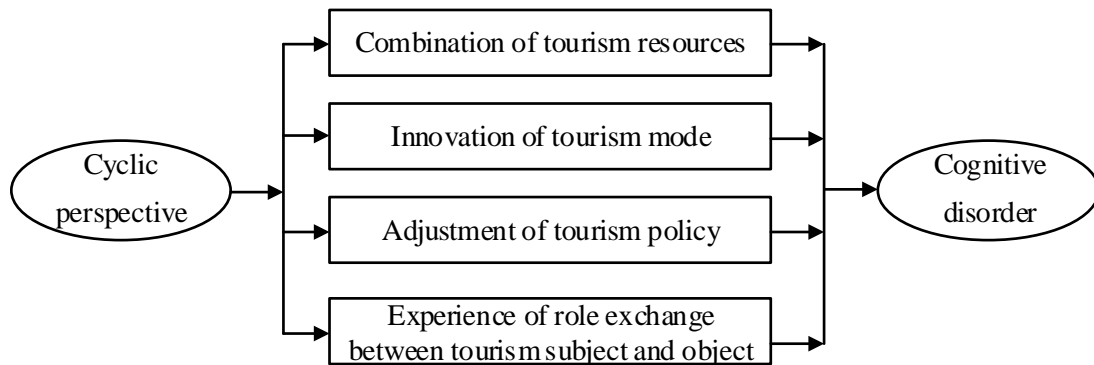


Figure 1. Relationship between regional eco-tourism development and cognitive barriers from the perspective of circulation

Conclusions: Under the background of green development and circular economy development, regional ecotourism pays more attention to the sustainable development of ecological environment. Changes in the combination of tourism resources, the formulation of tourism policies and the innovation of tourism methods can improve consumers' cognitive barriers and improve their sense of tourism experience, further meet the spiritual needs and consumption of consumers.

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INTEGRATION OF HOMESTAY CHARACTERISTICS AND CULTURAL TOURISM FROM THE PERSPECTIVE OF COGNITIVE IMPAIRMENT PSYCHOLOGY

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Background: With the continuous development of China's modern economy, people's requirements for tourism and the quality of tourism have also increased to a certain extent. China's tourism industry has gradually changed from low-level to high-level, and has become a truly modern tourism service industry, which is of great positive significance to the improvement of China's national economy. In the development of tourist attractions, the protection of cultural landscape and natural scenery makes ecotourism come into people's sight. Therefore, when developing tourism, there should be a type that conforms to leisure cultural tourism and takes into account ecotourism. Such requirements have led to the modern homestay tourism industry. The emergence of this type of tourism can not only protect the local culture to the greatest extent, but also effectively develop and carry forward the characteristic culture, which plays a positive role in the progress of China's tourism industry. Homestay tourism not only includes accommodation, but also represents the local folk customs or folk customs, which is also the special landscape contained in China's vast territory. Therefore, it is necessary to integrate the unique locality and folklore into tourism to form a real homestay tourism, so as to reflect the cultural nature of homestay tourism. Research shows that the integration of homestay characteristics and cultural tourism can not only make travelers relax physically and mentally, but also bring unique feelings to travelers through accommodation. Some scholars predict

that the number of patients with cognitive impairment will increase to more than 80 million in 2030. Although there is no effective drug to improve the symptoms of patients with cognitive impairment, they can alleviate the symptoms of cognitive impairment in the form of cultural tourism. In the process of cultural tourism, people enjoy the soul and integrate with nature through the aesthetics of the landscape, so as to reduce the psychological pressure of transformation to a great extent, especially the problem of cognitive impairment. The benefits of tourism to mental health can be judged by conventional experience. However, the impact of the integration of homestay characteristics and cultural tourism on various elements of cognitive impairment has never been discussed. The purpose of this study is to explore the impact of the integration mode of homestay characteristics and cultural tourism on patients with cognitive impairment, and to provide some reference for the rehabilitation treatment of patients with cognitive impairment.

Objective: The problem of mental health has received great attention in today's society. The integration of homestay characteristics and cultural tourism is helpful to improve people's mental health, which has been discussed in the academic circles. The purpose of this study is to explore the impact of the integration of homestay characteristics and cultural tourism on patients with cognitive impairment, in order to provide a non-drug treatment for patients with cognitive impairment.

Research objects and methods: In this study, a questionnaire survey was used to analyze the changes of patients with cognitive impairment under the development of the integration of homestay characteristics and cultural tourism. 150 patients with cognitive impairment were divided into control group (78 cases) and study group (72 cases). The treatment scheme of the integration mode of homestay characteristics and cultural tourism was given to the control group. The treatment plan of vocal music in the observation group was given.

Research design: Before and after the integration of homestay characteristics and cultural tourism, the Mini-mental State Examination (MMSE) was used for evaluation, including memory, attention, understanding and time orientation, with a total score of 0-30, which is directly proportional to ability. The ability of daily living is used for evaluation, which involves eating, dressing, grooming, toilet and other dimensions. The total score is 0-100, and the score is directly proportional to the ability. Judge the effect of the integration of homestay characteristics and cultural tourism on patients with psychological cognitive impairment.

Methods: The relevant data were calculated and counted by Excel software and SPSS20.0 software.

Results: There was no significant difference in MMSE score and ADL score between the two groups before intervention ($P > 0.05$), however, after the intervention, the score of the observation group was significantly higher than that of the control group ($P < 0.05$). As shown in Figure 1.

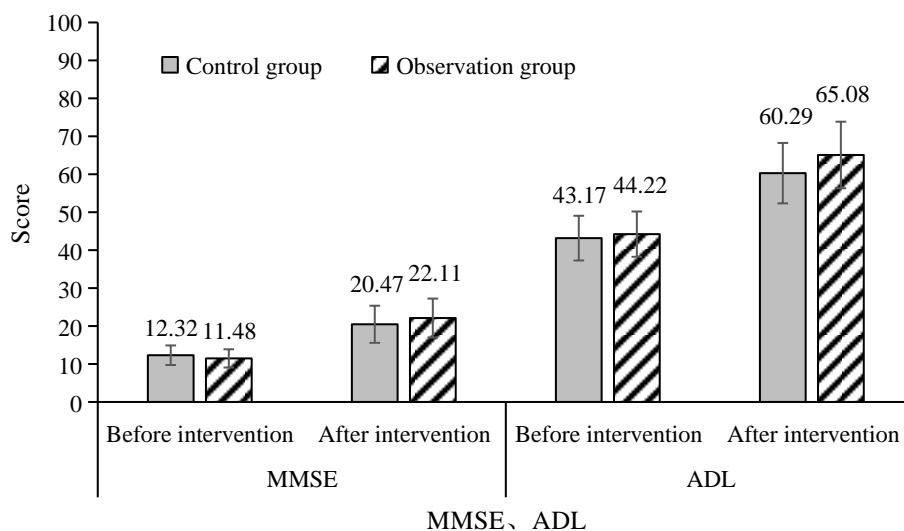


Figure 1. Comparison of MMSE and ADL scores between the two groups

Conclusions: In the context of cultural tourism integration and rural revitalization strategy, rural homestay characteristics and cultural tourism should shoulder the responsibilities and responsibilities given by the new era, solve various problems and constraints on the development road, further tap regional culture, highlight local customs, and create more new artistic conception of rural homestay with characteristics, personality, connotation and inheritance. In the process of cultural tourism. Through the aesthetic appreciation of the landscape, the mind is happy and integrated with nature, so as to reduce and transform the psychological pressure to a great extent and improve the problem of cognitive impairment.

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INFLUENCE OF COLLEGE STUDENTS' PHYSICAL EXERCISE ON ALLEVIATING STUDENTS' ANXIETY

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Background: At present, many college students in China have different degrees of mental diseases. Mental diseases have seriously threatened the lives of college students, and patients with mental diseases may have suicidal tendencies. Various behavioral disorders of adults generally come from anxiety caused by social pressure, mainly manifested in dependence, eating disorder and Internet addiction. Anxiety disorders are common mental disorders. This disease has a very high incidence rate and disability rate, which will bring great burden to patients and their families. "Anxiety reaction" is a normal psychological phenomenon. When a person's wish is not realized for a long time, or the possibility of realization is estimated to be very small, anxiety will occur, but excessive anxiety will cause anxiety disorder. In the heart of anxiety disorder, there is often a psychological problem that can't be rid of and unwilling to face. Anxiety is only a manifestation of contradiction and conflict, which can be used as a defense mechanism to avoid deeper troubles. Therefore, it is particularly important to pay attention to and explore the prevention and treatment of adult anxiety disorder in time. Research shows that physical exercise can improve the speed of fat decomposition. The main mechanism is to improve the activity of key enzymes of fat decomposition in muscle, liver and other tissues. It can also improve the level of protective factors against arteriosclerosis, reduce lipid peroxidation and reduce the harm of free radicals to human body. Physical exercise can also enhance self-confidence, improve personality, enhance happy experience, and reduce the incidence of mental diseases such as anxiety and depression. Besides, physical exercise plays an important role in the prevention and treatment of aging, obesity, cardiovascular disease, diabetes and respiratory diseases, and can improve the excessive anxiety of patients with diet disorders on weight and body type, effectively transfer the attention of Internet addicts, and reduce network dependence.

Objective: There are many researches on the mental health of college students in China, but there are few researches on the mental health and educational methods of college students majoring in physical education. Based on investigating the stress level of college students, starting from the consensus that "physical exercise can improve mental health", physical exercise is regarded as a method and means to alleviate stress. This paper discusses how to relieve the pressure of college students through physical exercise and improve the mental health level of college students, to provide an effective way to solve the mental health problems of college students in China, and provide a basis for treating and solving the mental health problems of college students.

Research objects and methods: This paper mainly investigates and analyzes the relief degree of aerobic exercise on adult psychological anxiety, and statistically analyzes the effect of aerobic exercise in the form of questionnaire. Using stratified cluster random sampling method, a questionnaire survey was conducted on 200 college students in a university. The questionnaire was required to be completed at one time. A total of 200 copies were distributed and the number of valid copies was 200.

Research design: All college students were subjected to outdoor aerobic exercise for 1 hour every day. Physical education teachers formulated outdoor jogging, walking, football and other aerobic exercise training plans and supervised their implementation. The experiment lasted for 8 weeks. SCL-90 scale was used for investigation and analysis. The scale has a total of 90 self-evaluation items. The test factors include somatization, obsessive-compulsive symptoms, depression, anxiety, psychosis, etc., through the 5-level scoring method, the higher the score, the lower the level of mental health.

Methods: The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

Results: The scores of somatizations, interpersonal sensitivity, anxiety and depression in SCL-90 were significantly improved after 8 weeks of treatment ($P < 0.05$).

Conclusions: Aerobic exercise can improve the ability of behavior disorder students to change their thinking and deal with problems, to eliminate inferiority complex, anxiety and depression, show self-confidence and vitality, and have a positive impact on the health of adults. Regular participation in aerobic exercise can improve physical quality and enhance the disease resistance of the body, so that college students can actively invest in daily study, work and life, shape healthy physique, and lay a solid physiological foundation for college students' mental health.

Table 1. Comparison of SCL-90 test results with those before intervention

Factor	Before	2 weeks after	4 weeks after	8 weeks after
Somatization	2.09±0.17	2.14±0.23	2.2±0.43	1.94±0.47
Obsessive compulsive symptoms	1.68±0.75	1.72±0.83	1.71±0.75	1.74±0.57
Interpersonal sensitivity	1.82±0.73	1.83±0.75	1.76±0.82	1.51±0.46
Depressed	1.62±0.64	1.65±0.62	1.51±0.67	1.42±0.35
Anxious	2.39±0.44	2.37±0.48	2.26±0.40	2.20±0.24
Hostile	1.41±0.83	1.42±0.85	1.43±0.76	1.63±0.65
Terror	1.53±0.56	1.41±0.40	1.50±0.43	1.44±0.46
Paranoid	1.50±0.38	1.46±0.55	1.51±0.41	1.43±0.30
Psychotic	1.32±0.45	1.31±0.46	1.32±0.47	1.40±0.29

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ANALYSIS OF LONELINESS AND MENTAL HEALTH OF RURAL LEFT-BEHIND ELDERLY FROM THE PERSPECTIVE OF COGNITIVE IMPAIRMENT

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Background: In the process of China's rapid economic and social development, the process of urbanization and industrialization is accelerating. In this context, in order to obtain higher economic income, a large number of rural young and middle-aged labor force migrate to cities. However, restricted by various factors such as economic pressure, cultural differences and living habits, the vast majority of the elderly can only stay in their hometown in rural areas. Therefore, there is a large number of socially vulnerable groups left-behind in rural areas. Due to the lack of economic support and emotional comfort, the quality of life of the left-behind elderly in rural areas is generally not high. Now it has become a social problem that people from all walks of life focus on. In recent years, the number of rural lefts behind elderly is still growing. Therefore, many scholars have conducted in-depth research on the living conditions of rural left-behind elderly. In the relevant research of the rural left-behind elderly, the mental health status of the left-behind elderly is the focus of the research. Good mental health can improve the mental state of the rural left-behind elderly and improve the quality of life of the rural left-behind elderly.

Many studies have shown that the vast majority of the rural left-behind elderly have a strong sense of loneliness, and their mental health is extremely unsatisfactory, which not only greatly affects the quality of life of the rural left-behind elderly, but also may lead to the decline of the cognitive function of the rural left-behind elderly, which will increase the prevalence of cognitive impairment, increase the family burden and affect the construction of a harmonious society. The analysis of the loneliness and mental health of the rural left-behind elderly is conducive to the society to provide targeted assistance to the rural left-behind elderly and improve the mental health level of the rural left-behind elderly. Cognitive psychology is a branch of psychology that began to rise in 1950. It mainly studies human advanced psychological processes, such as attention, perception and so on. The focus of cognitive reasoning is to use the cognitive orientation and reasoning mode. Based on cognitive psychology, this study analyzes the cognition and thinking mode of the rural left-behind elderly, discusses the factors that easily lead to the cognitive impairment of the rural left-behind elderly, and then provides theoretical support for the mental health care of the rural left-behind elderly and the improvement of the quality of life, alleviates the loneliness of the rural left-behind elderly and improves the mental health level of the rural left-behind elderly, reduce the prevalence of cognitive impairment of the rural left-behind elderly. Based on cognitive psychology, this study analyzes the relationship between personality traits, self-esteem and the loneliness of the rural left-behind elderly, hoping to provide theoretical support for improving the mental state of the rural left-behind elderly and improving the quality of life of the rural left-behind elderly, so as to promote the construction and development of a harmonious society in China.

Objective: In the process of China's rapid economic and social development, the process of urbanization and industrialization is accelerating. In this context, in order to obtain higher economic income, a large number of rural young and middle-aged labor forces migrate to cities. Therefore, in recent years, the number of rural lefts behind elderly people is still growing. Due to the lack of economic support and emotional comfort, the quality of life of the rural left-behind elderly is generally not high. Most of the rural

left-behind elderly have a strong sense of loneliness and their mental health is very unsatisfactory. Based on cognitive psychology, this study analyzes the relationship between personality traits, self-esteem and the loneliness of the rural left-behind elderly, hoping to provide theoretical support for improving the mental state of the rural left-behind elderly and improving the quality of life of the rural left-behind elderly, so as to promote the construction and development of a harmonious society in China.

Research objects and methods: 200 rural lefts behind elderly people in rural areas of a city were selected as the survey objects. The questionnaire was compiled by using Loneliness Scale (LS), Eysenck Personality Questionnaire-Revised, Short Scale (EPQ-R S) for Chinese, Self-Esteem Rating Scale (SERS) and other scales to investigate the rural left-behind elderly people.

Research design: After obtaining the consent of the rural left-behind elderly, a questionnaire survey was conducted on the rural left-behind elderly. After completing the questionnaire, check and recover it on the spot.

Methods: The relevant data were processed, analyzed and tested by software SPSS22.0.

Results: The factors affecting the loneliness of the rural left-behind elderly were analyzed by regression. Taking the loneliness of the rural left-behind elderly as the dependent variable, the stepwise regression method was used for multiple regression analysis. The results of regression analysis showed that three factors, including extraversion, neuroticism and self-care for mental health, cumulatively explained 50.2% of the total variation, as shown in Table 1.

Table 1. Multiple regression analysis on the loneliness of the left-behind elderly in rural areas

Variable	Standard value	R	Adjusted R ²	Added R ² value	t	P
Extraversion	-0.496	0.642	0.411	0.409	-11.172	<0.001
Nervous	0.310	0.701	0.486	0.074	7.065	<0.001
Self-mental health concerns	-0.315	0.714	0.501	0.019	-3.395	0.001

Conclusions: In order to obtain higher economic income, a large number of rural young and middle-aged labor force migrate to cities. However, restricted by various factors such as economic pressure, cultural differences and living habits, the vast majority of the elderly can only stay in their hometown in rural areas. Therefore, there is a large number of socially vulnerable groups left-behind in rural areas. Therefore, many scholars have conducted in-depth research on the living conditions of the rural left-behind elderly. Due to the lack of economic support and emotional comfort, the quality of life of the rural left-behind elderly is generally not high. Most of the rural left-behind elderly have a strong sense of loneliness and their mental health is very unsatisfactory. Based on cognitive psychology, this study analyzes the relationship between personality traits, self-esteem and loneliness of the rural left-behind elderly. The results showed that extroversion, neuroticism and their own mental health concerns accounted for 50.2% of the total variation. The research provides theoretical support for improving the mental state of the rural left-behind elderly and improving the quality of life of the rural left-behind elderly, so as to promote the construction and development of a harmonious society in China.

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ANALYSIS OF THE INFLUENCE OF IDEOLOGICAL AND POLITICAL EDUCATION ON COLLEGE STUDENTS' COMMUNICATION AND ADAPTATION BARRIERS

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Background: There is a close relationship between college students' ideological understanding and mental health level, and it is difficult to distinguish a clear boundary between them. Exploring the integration of ideological and political education and mental health education has become an important topic for college educators. College students are in a critical period of life growth, and their ideological and political understanding and development have great plasticity. Strengthening the ideological and political education of college students is conducive to the formation of college students' good ideological and political quality. However, the problem of college students' ideological and cognitive development does not exist in isolation, but has a close relationship with college students' mental health. College students' psychological development is in a critical period of transition from immature level to mature level. When

facing environmental changes or social instability factors, they are prone to anxiety, panic, tension, worry and other emotions, as well as behavioral problems caused by cognitive bias. These problems include both ideological and psychological problems. It is difficult to draw a clear boundary between the two. At present, due to the imbalance of college students' physical and mental development, many college students often face psychological confusion and psychological conflict, and some develop into serious psychological obstacles such as weariness, loneliness and inferiority, and even lead to psychological diseases. According to statistics, the number of college students with communication and adaptation barriers is increasing year by year. Therefore, exploring the integration of ideological and political education and mental health education has become an important topic for college educators.

Objective: In previous studies, more scholars mainly focused on analyzing the consistency of college students' thoughts and psychology in terms of objectives, methods and contents, and emphasized the significance or importance of integration. On the path of integration, either mental health education is infiltrated into ideological and political education, or ideological and political education is infiltrated into mental health education, and the integration mode of ideological and political education and mental health education has not been constructed. Ideological and political education and mental health education are two parallel disciplines, not the relationship between inclusion and inclusion. Therefore, this study takes the "learning community" in constructivism theory as the theoretical support to find the coincidence point of its integration.

Subjects and methods: 400 college students with communication adaptation disorder in 10 schools in a certain area were randomly selected to conduct a questionnaire survey, and the students were randomly divided into two groups. The experimental group, composed of 196 students, was given ideological and political education for 8 weeks. The control group consisted of 204 students. The group received no special education and only daily education within 8 weeks.

Study design: After the experiment, all subjects were investigated on the improvement of communication adaptation disorder symptoms. Among them, the significant effect is that cognition, emotional behavior and will are significantly improved, effectively improve cognition, emotion and will, ineffective means that the mental state is still abnormal or no improvement.

Methods: The relevant data were calculated and counted by Excel software and SPSS20.0 software.

Results: Before and after the intervention, the total effective rate of the experimental group was significantly higher than that of the control group, and the difference was statistically significant ($P < 0.05$). For patients with communication adaptation disorder, the ideological and political education model has higher effect and application value compared with routine daily education. As shown in Figure 1.

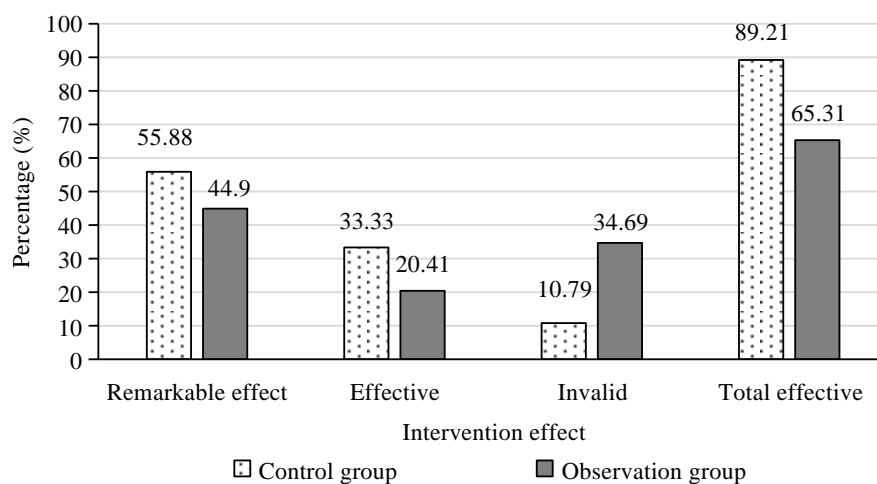


Figure1. The improvement effects of the two groups after intervention were compared

Conclusions: The integration model of "learning community of ideological and political education and mental health education" for college students is an innovative application in college students' ideological and political education and mental health education. This model changes the traditional methods of students' ideological work and psychological adjustment, and integrates the four elements of "situation", "cooperation", "conversation" and "meaning construction". By creating diverse learning situations, combine offline teaching with online activities, and combine case analysis with emotional interaction. By cultivating the integration and cooperation mechanism, we can provide students with effective support in ideology, study, psychology and life. This model pays more attention to the common development of student groups, gives full play to the positive role of the collective, helps each other, and individuals exercise

themselves in the group, which is both fruitful and dedicated. At the same time, individuals gradually cultivate their subjective initiative, improve their sense of self-efficacy, and are willing to take the initiative to grow for their own future. The construction of this model not only creates a new idea of ideological and political education and mental health education, but also provides theoretical support and reference value for the development of college students' ideological and political education and the improvement of college students' mental health level in the new era.

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EFFECTIVE EFFECT OF SCL-90 ON ALLEVIATING COLLEGE STUDENTS' EMPLOYMENT ANXIETY

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Background: In recent years, the number of college graduates in China is increasing. The research points out that from 2021 to 2025, the employment prospect of college students is not optimistic, college students will bear great psychological pressure, and employment anxiety will become a common psychological phenomenon among contemporary college students. Employment anxiety is a restless emotional experience caused by college students' bad cognition of employment goals, processes and results, and this negative emotional experience is often accompanied by various physiological reactions, such as insomnia, tension, fear, anxiety and so on. Even if the employment anxiety is eliminated after employment, it will still have a certain impact on the physiology and psychology of college students. Although it is normal for college students to have slight anxiety in the process of employment, excessive anxiety will cause psychological disappointment and depression, and even extreme behavior. The main reason for the employment pressure of college students is that under the current social situation, the number of college graduates is increasing year by year, so that the established jobs cannot meet the needs of graduates. Secondly, when college students are employed, they are facing the pressure from families, schools and other aspects, which will inevitably cause college students to have negative emotions and psychological pressure. For college students themselves, their psychological ability to bear pressure is usually low, and they can't face up to the difficulties and setbacks in the process of employment. In addition, due to the long-term study of theoretical knowledge on campus and poor practical ability and hardship bearing ability, college students will feel that they are discouraged from job opportunities due to high work intensity or low salary in the process of job hunting. These reasons have led to the employment pressure and even employment anxiety of college students.

Objective: In view of the employment anxiety of college students, this study proposes to use cognitive therapy combined with group counseling to alleviate the employment anxiety of college students. Cognitive therapy believes that maladaptive behaviors and emotions are related to maladaptive cognition. Psychological counselors need to find this bad cognition and take appropriate measures to correct them in time. The psychological problems of college students' employment not only seriously affect the physical and mental health of college students and their future self-development, but also provide effective countermeasures to solve the employment anxiety of college students and improve the mental health level of graduates through exploratory intervention experiments.

Research objects and methods: Among the experimental volunteers of 8 colleges and universities in an area, 500 college students with medium and low-level anxiety were selected by SAS test. 120 students who clearly expressed employment confusion were selected through interview and randomly divided into experimental group and control group, with 60 students in each group.

Study design: The experimental group was given cognitive therapy combined with group counseling, and the control group was given routine treatment. The intervention plan of the experimental group includes unit topics such as ice breaking, theoretical knowledge learning, cognitive others, cognitive self, cognitive career, cognitive anxiety, cognitive job search, cognitive self-confidence, follow-up discussion and so on. After the experiment, SCL-90 scale was used to investigate and analyze the two groups. The scale has a total of 90 self-evaluation items. The test factors include somatization, obsessive-compulsive symptoms, depression, anxiety, psychosis, etc. through the 5-level scoring method, the higher the score, the lower the level of mental health.

Methods: The relevant data were analyzed by Excel and SPSS20.0 for calculation and statistics.

Results: The scores of somatizations, interpersonal sensitivity, anxiety and depression in SCL-90 in the experimental group were significantly better than those in the control group ($P < 0.05$).

Table 1. Comparison of SCL-90 test results between the two groups

Factor	Control group	Experience group
Somatization	2.2±0.43	1.94±0.47
Obsessive compulsive symptoms	1.71±0.75	1.74±0.57
Interpersonal sensitivity	1.76±0.82	1.51±0.46
Depressed	1.51±0.67	1.42±0.35
Anxious	2.26±0.40	2.20±0.24
Hostile	1.43±0.76	1.63±0.65
Terror	1.50±0.43	1.44±0.46
Paranoid	1.51±0.41	1.43±0.30
Psychotic	1.32±0.47	1.40±0.29

Conclusions: Through cognitive therapy combined with group counseling program, members show a high sense of belonging and happiness. In addition to learning some useful emotion regulation techniques and paying more attention to the establishment of cognitive model, members find self-worth and sense of belonging in the group. Interpersonal relationship has been improved, more willing to communicate and cooperate with others. Self-confidence has been improved and have more positive expectations for the future. Members are more positive than before, more willing to take the initiative to face their negative emotions and more willing to solve problems by themselves. More introverted students are more cheerful.

Acknowledgement: The research is supported by: Hunan Educational Science Planning Project Construction of SCL-90 Norm for Freshmen in Colleges and Universities in Hunan (XJK016BXL004).

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INFLUENCE OF CHINESE FOLK-DANCE EDUCATION ON ALLEVIATING COLLEGE STUDENTS' MENTAL ANXIETY

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Background: With the population growth and aging, 3.5 billion people around the world are affected by mental diseases. Anxiety is a common mental disorder. This disease has a very high incidence rate and disability rate, which will bring great burden to the patients and their families. The economic burden of anxiety and depression in the United States is more than 210 billion US dollars, which poses a serious threat to the health systems of developed and developing countries. For Chinese contemporary college students, due to the pressure from school, family and society, college students will have some bad emotions. Research shows that dance education can effectively control the mood of anxiety patients and improve their social communication ability. Therefore, it is of great significance to analyze the impact of Chinese folk-dance education on college students' mental anxiety. Chinese folk-dance is a required core course for Dance Majors in colleges and universities, as well as an elective course for other majors. To learn national dance well, we need not only the ability to dominate the body, the ability to imitate and remember movements, but also the understanding and mastery of national culture, national spirit and national psychology, so as to learn the real essence of national folk-dance. National psychology is an interdisciplinary subject based on Ethnology and social psychology, which studies the life, emotion, behavior, psychology and other aspects of a certain ethnic group under certain conditions. This paper hopes to find out the coincidence between Chinese national folk-dance and national psychology, and apply the theory of national psychology to the study of national dance in colleges and universities, so as to alleviate the mental anxiety of college students.

Objective: Dance intervention is a common treatment for mental diseases, but there are still many deficiencies in the current research on the intervention effect of Chinese folk-dance education on college students' mental anxiety. Research shows that dance intervention has a certain therapeutic effect on college students' bad emotions such as anxiety and depression, but it does not reach the expected value. Therefore, based on the theory of national psychology, the research applies Chinese national folk-dance education to the treatment and intervention of college students' mental anxiety, hoping to effectively alleviate the anxiety of college students and improve their learning and quality of life.

Research objects and methods: In this study, Chinese folk-dance education was used to intervene the

anxiety treatment of college students, and the influencing factors of bad emotions were analyzed. 500 college students with anxiety symptoms were investigated. The patients were divided into control group and observation group, with 250 cases in each group. After the intervention, the patients with anxiety disorder were investigated by questionnaire. According to the survey results, the cognitive ability and living ability, anxiety and depression of the two groups were mainly analyzed.

Study design: The observation group was given the intervention method of Chinese folk-dance education mode, and the control group was given the general drug treatment scheme. After three months of treatment, the anxiety and depression of the two groups were compared before and after treatment. Anxiety status: the Self-rating Anxiety Scale (SAS) was used to evaluate before and after the intervention (3 months). The score limit was 50 points. More than 50 points indicated anxiety status. The lower the score, the healthier the psychology. Depression: Self-rating Depression Scale (SDS) was used to evaluate before intervention and after intervention (3 months). The score limit was 53 points. More than 53 points indicated depression. The lower the score, the healthier the psychology.

Methods: Using SPSS17.0 process and analyze the corresponding data.

Results: In terms of SAS score and SDS score, the scores of the two groups after intervention were lower than those before intervention ($P < 0.05$). After the intervention, the score of the observation group was significantly lower than that of the control group ($P < 0.05$).

Table 1. Comparison of anxiety and depression between the two groups

Group	SAS		SDS	
	Before intervention	After intervention	Before intervention	After intervention
Control group	56.41	45.08	58.85	58.84
Observation group	55.77	41.31	58.52	41.04
χ^2	0.192	2.474	0.388	2.142
P	0.840	0.009	0.686	0.000

Conclusions: Integrating national psychology into the study of national dance in colleges and universities, and fully affirming the value of national psychology in the study of national dance in colleges and universities, through the study of national psychology theory and the analysis of factors affecting national psychology can not only effectively give play to the function of inheriting and protecting national folk culture in colleges and universities, but also make colleges and universities become an important carrier, it is conducive to the scientific construction of the curriculum system of dance choreographer and director specialty and enhance the school running characteristics of the specialty, it also helps to alleviate the anxiety of college students and improve their learning and quality of life.

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ANXIETY PRESSURE OF YOUNG TEACHERS IN PRIVATE COLLEGES AND ITS MITIGATION COUNTERMEASURES

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Background: In recent years, private higher education in China has developed rapidly. The proportion and number of young teachers are increasing, which has gradually formed the main force of private higher education. Young teachers in private colleges and universities will encounter many problems in work, society and family at the beginning of their employment. These problems affect their emotions, disturb their psychology and have an important impact on their future career. The psychological distress of young teachers in private colleges and universities mainly comes from three situations: the psychological distress encountered in the transformation from students to teachers, the psychological distress in the face of heavy teaching and scientific research tasks, and the psychological distress in interpersonal communication at work. Young teachers in private colleges and universities have a special identity psychology. The identity of teachers gives them a sense of pride and self-improvement. The title and treatment of private colleges and universities add a trace of sadness to them. The high-intensity work pressure makes teachers nervous and anxious, and the lack of time keeps them away from social interaction and becomes sensitive and withdrawn. Some scholars pointed out that the psychological problems of young teachers in private colleges and universities need to be adjusted from both external and internal aspects. Society and schools should pay

high attention to this problem from the outside, and young teachers in private colleges and universities should also be highly alert to this psychological phenomenon from the heart. Whether this problem can be highly valued and properly solved will directly affect the overall quality of young teachers in private colleges and universities, the quality of running private colleges and universities and the future development of education.

Objective: Teachers' mental health is a necessary condition for teachers to maintain their own healthy life, then engage in education, and finally ensure the development of students' mental health. It is a basic task for colleges and universities to care about the psychological status of young teachers and maintain their physical and mental health. The purpose of this study is to investigate and analyze the mental health status of young college teachers, and then put forward targeted suggestions, in order to provide some guidance for the improvement of the psychological quality of this specific social group.

Research objects and methods: The survey objects are young teachers under the age of 40 in 25 colleges and universities in a province, as well as administrative personnel working for students, but excluding other non teaching personnel. 40 people were randomly selected from each school to participate in the survey. 943 questionnaires were recovered and 875 valid questionnaires were obtained. Among them, there were 439 females and 436 males, aged between 24 and 39 years, with an average age of 30.3 ± 5.7 years. 847 people have bachelor degree or above, accounting for 96.8%; 238 teaching assistants, 515 lecturers, 111 associate professors and 11 professors. There were 604 teachers without teaching and scientific research awards, accounting for 69.0%, 628 people are married, of which 506 have children, and 27.5% are unmarried.

Research design: All subjects were intervened, including self stress maintenance, improving mental health education, creating an atmosphere of caring for young teachers, and observing the changes of young teachers before and after intervention. SCL-90 was used as a test tool. SCL-90 includes 90 items, which are divided into 9 symptom factors and total average score. Each item is scored at level 1-5, and a score of more than 3 indicates obvious psychological problems.

Methods: After the questionnaire was collected and sorted out, SPSS22.0 was used for statistical analysis of data.

Results: As shown in Table 1, compared with the national norm, it can be seen that the standardized score of SCL-90 scale of young college teachers is significantly higher than the norm ($P < 0.05$). Among them, somatization, obsessive-compulsive symptoms, interpersonal sensitivity, depression, anxiety, terror, paranoia and psychosis were significantly higher than the national norm ($P < 0.05$).

Table 1. Comparison between the total score and factor score of SCL-90 scale for young college teachers and the national norm

Dimension	Domestic norm	Young teachers	t
Somatization	1.38	1.49	4.49*
Obsessive compulsive symptoms	1.63	1.76	4.69*
Interpersonal sensitivity	1.66	1.59	-2.84*
Depressed	1.51	1.60	3.13*
Anxious	1.40	1.53	5.47*
Hostile	1.49	1.53	1.53
Terror	1.24	1.34	4.59
Paranoid	1.44	1.50	2.29*
Psychotic	1.30	1.44	6.44*
Total score	1.45	1.53	4.02*

Conclusions: The management, reform and development of private colleges and universities are inseparable from the selfless dedication of young teachers, and the social status and social influence of private colleges and universities are inseparable from the positive and progressive teaching and scientific research atmosphere of young teachers. Solving the psychological pressure of young teachers has become an important factor in the realization of these wishes. The countermeasures for young teachers to adjust psychological pressure are to establish a good social environment, a scientific assessment mechanism and teachers' correct understanding.

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COGNITIVE IMPAIRMENT IN ADOLESCENT DRUG ABUSE AND LEGAL COUNTERMEASURES

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Background: The incidence of cognitive impairment is very high in schizophrenia. About 85% of patients will have a cognitive impairment, such as information processing and selective working memory, short-term memory and learning, executive function and so on. There is a certain correlation between cognitive deficit symptoms and other psychotic symptoms. For example, patients with obvious thinking form disorder will have more obvious cognitive deficit symptoms, and patients with obvious positive symptoms will also have more obvious cognitive deficit symptoms. Drug addicts often have schizophrenic symptoms. The treatment of this disease should be systematic and standardized, emphasizing early, sufficient and sufficient treatment, and paying more attention to the principle of single drug use and individualized drug use. Therefore, for this symptom of schizophrenia, it is suggested to go to a professional drug treatment institution for drug treatment as soon as possible. Drug abuse is a very serious social problem perplexing the world today. It affects social stability, national security, national prosperity, family harmony and individual health. Drugs not only destroy the body of drug addicts, but also lead to serious psychological problems, indirectly change people's personality, cognition, values, and emotional control. Only by understanding the psychological problems of drug addicts, can we carry out psychological symptomatic treatment and restore correct cognition and ideas. Some teenagers usually have strong curiosity and exploration desire. If they catch the bad habit of taking drugs, they are mainly ignorant and curious about the harm of drugs and go to the abyss of taking drugs.

At present, most of the public figures in China's performing arts industry take drugs out of curiosity, seek stimulation, and even think that taking drugs can find inspiration for artistic creation. There are four main reasons for teenagers to take drugs: one is the bad influence of bad friends, the other is the influence of family members, the third is spiritual emptiness and the pursuit of "fashion", and the fourth is rebellious psychology. In the past, the education of young people paid attention to the physiological factors affecting health and ignored the psychological factors affecting health. In the process of educating young drug addicts, it is inevitable that there is a one-sided emphasis on biomedical treatment, physical detoxification or improper reliance on ideological education and means of production and labor. Although the role of moral and legal education cannot be ignored, for young drug addicts, strengthening their mental health education can get better educational results. Drug addicts, especially young drug addicts, have some moral barriers, such as truancy, theft, fighting and poor academic performance. During their study, the school gave up their education, and family members despised or held a hostile attitude towards them, thus losing their family affection, warmth and confidence in life. In the case of loneliness, helplessness and lack of social care, they are very prone to drug addiction once they are tempted by the outside world. Therefore, it is necessary to carry out active psychological intervention and treatment for young drug addicts, so as to improve their psychological cognitive ability, so as to receive a better educational effect.

Objective: At present, there are few research reports on the psychology of young drug addicts in China, so this study selected 60 young drug addicts in a drug rehabilitation center to investigate their psychological status, and analyzed and discussed the survey results, so as to carry out psychological health care and treatment for the psychological problems of young drug addicts during drug rehabilitation, eliminate "heart addiction" psychologically as soon as possible, and put forward some educational measures.

Subjects and methods: 60 young drug addicts in a drug rehabilitation center were selected by random selection to observe their cognitive impairment in drug abuse, including 47 males and 13 females.

Study design: SCL-90 was used for the collective test. The subjects filled in the questionnaire independently, and 60 questionnaires were recovered. The effective rate was 100%. After the test, the content of the questionnaire was analyzed and discussed to put forward targeted countermeasures for teenagers' drug abuse.

Methods: The relevant data were analyzed by Excel and SPSS20.0 for calculation and statistics.

Results: The somatization, obsessive-compulsive symptoms, interpersonal sensitivity, depression, anxiety, hostility, terror, paranoia, psychosis and dozens of positive items of adolescent drug users were significantly higher than those of the domestic norm youth group, and the differences of all factors were very significant ($P < 0.05$).

Conclusions: The visible harm of adolescent drug abuse to individual physical health seems to cover up its threat to individual mental health. Most drug treatment institutions mostly use acute detoxification and drug detoxification therapy in drug treatment methods, ignoring the role of psychotherapy in drug treatment. As we all know, the strong psychological dependence (heart addiction) caused by drug abuse cannot be stopped by drugs alone. Psychological detoxification is the key to the success of drug addicts.

While giving physical rehabilitation to heavy drug addicts, drug treatment institutions should pay more attention to psychological treatment and psychological support for various mental diseases of different severity caused by drug abuse, which is a necessary condition for achieving real psychological drug treatment.

Table 1. Comparison of SCL-90 factor between adolescent drug addicts and domestic norm youth group

Project	Domestic norm	Drug addicts	P
Somatization	1.34±0.45	2.48±0.94	<0.05
Obsessive compulsive symptoms	1.69±0.61	2.48±0.80	<0.05
Interpersonal sensitivity	1.76±0.67	2.66±0.75	<0.05
Depressed	1.57±0.61	2.77±0.96	<0.05
Anxious	1.42±0.43	2.66±0.91	<0.05
Hostile	1.50±0.57	2.59±1.13	<0.05
Terror	1.33±0.47	1.95±0.67	<0.05
Paranoid	1.52±0.60	2.39±0.81	<0.05
Psychotic	1.36±0.47	2.16±0.77	<0.05
Number of positive items	27.45±19.32	57.98±18.20	<0.05

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ANALYSIS AND COUNTERMEASURES OF COMPETITION ANXIETY OF COLLEGE SPORTS ATHLETES

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Background: In the important period of vigorously developing campus football throughout the country, the college students' football competition system has been further improved. Domestic colleges and universities pay more attention to the cultivation of college students' athletes. At the same time, the training methods, techniques and tactics of campus football teams in colleges and universities have been constantly updated, and the level of college football competition in China has been correspondingly improved. With the faster and faster pace of football matches, the competition degree is becoming more and more intense. Therefore, in the current environment, football players need to have higher psychological tolerance, and how to strengthen psychological training has gradually become an important topic concerned by domestic researchers. Pre-competition anxiety, also known as competition anxiety, refers to that in the preparation stage of the competition, the state anxiety level of athletes has a significant impact on their behavior. Pre-competition anxiety usually shows an emotional state of anxiety, tension or fear. High or low pre-competition anxiety will make the body in a state of low cognitive and behavioral functions, which makes it difficult for athletes to play their normal competitive level before or during the competition. This abnormal anxiety state is very unfavorable to the sports performance of participating athletes and greatly affects the athletes' on-the-spot ability. The psychological problems of athletes such as pre-competition anxiety have attracted the attention of scholars, and have become the most popular research topic in the field of sports psychology. At present, Spielberg's State-Trait Anxiety theory has a great influence in many anxiety theories. He believes that state anxiety is a temporary emotional state formed by individuals in a specific situation. It is a kind of subjective consciousness and sensory tension and fear. It is usually accompanied by highly autonomous nervous system activities, with different intensities and changes with the environment.

Objective: Through the research on the pre-game state anxiety and its influencing factors of college campus football players, this study analyzes the causes and main influencing factors of their pre-game anxiety, and then puts forward adjustment measures for the existing problems, so as to improve the pre-game state anxiety and improve the competitive level of college campus football players.

Research objects and methods: This study analyzes the competition anxiety of sports athletes in a university by means of questionnaire, and takes 200 sports students in the university, aged 20-22 years old. 200 questionnaires were distributed to 200 college students, and 200 were recovered, with a recovery rate of 100%.

Research design: The EFI scale was used to study the psychological feeling of athletes after the competition. There were 12 survey questions, which were divided into four subscales: vitality stimulation, physical and mental calm, physical fatigue and active investment. Each subscale consisted of three questions, and the score of each question was 0-5, which were no feeling, slight feeling, medium feeling, strong feeling and strong feeling. The highest score of each subscale is 15 and the lowest score is 0.

Methods: The relevant data were calculated and counted by Excel and SPSS20.0.

Results: Before and after the intervention, by paired t-test, the subjects showed significant differences in four aspects: vitality stimulation, physical and mental calm, active involvement and fatigue compared with those before the experiment ($P < 0.05$). As shown in Figure 1.

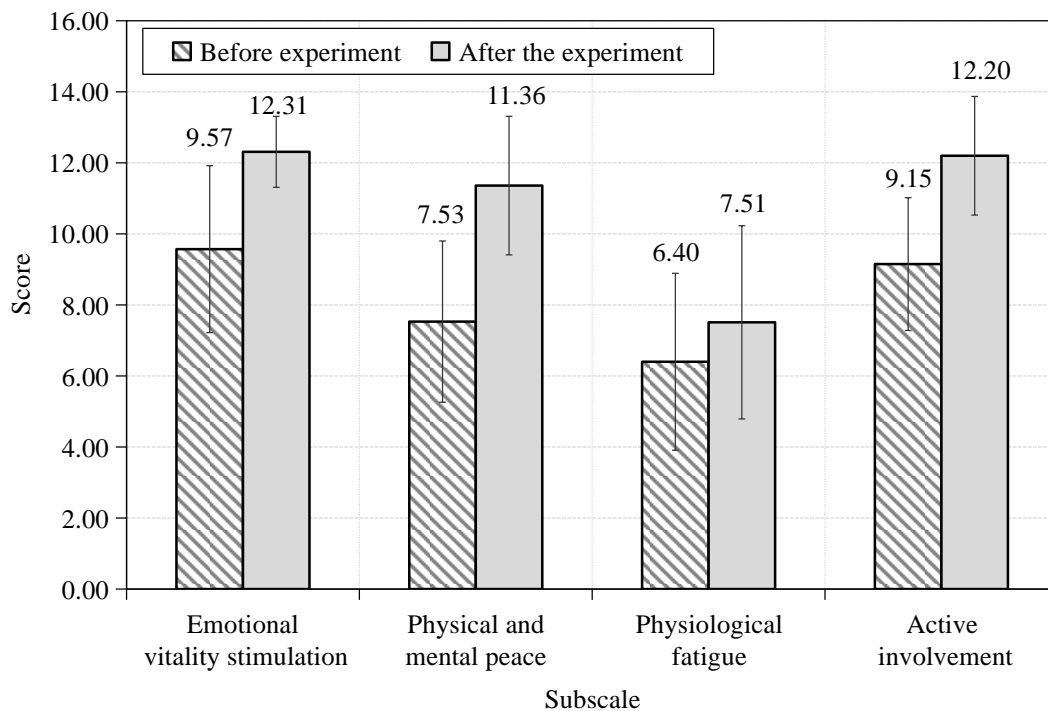


Figure1. Comparison of EFI scores before and after intervention training

Conclusions: For short-term players, in daily training, coaches will irregularly carry out competition experience exchange meetings to let experienced players impart field experience to other players, so that we can not only learn from each other, but also enable new players to speed up their integration into the team and reduce the anxiety of football players about strange competition environment. Let athletes devote themselves to training and competition, enhance athletes' self-confidence and improve athletes' psychological state. Before the formal competition, coaches should adopt correct ideas to guide athletes to establish a reasonable cognitive level, scientifically use relaxation methods for "Relaxation" training, reduce athletes' inner pressure and reduce athletes' pre competition anxiety level.

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ANXIETY PHENOMENON AND COUNTERMEASURES OF COMPANY FINANCIAL MANAGERS

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Background: Anxiety refers to the tension, uneasiness, worry, worry and other unpleasant complex emotional states caused by an individual's upcoming danger or threat. Anxiety is a kind of irritability caused

by excessive worry about the safety of relatives or their own lives, future and destiny. It contains worry, worry, sadness, tension, panic, uneasiness and other components. It is related to critical situations and events that are difficult to predict and cope with. When things change, anxiety may be relieved. Some people are in a state of anxiety for a long time without objective reasons. They are often afraid of great disaster for no reason, and worry about suffering from incurable serious diseases, resulting in symptoms such as restlessness and panic. This abnormal anxiety is a manifestation of psychosis. The offender will be accompanied by anxiety in the process of crime, trial and prison reform. In serious cases, it can also cause emotional and emotional disorders. Anxiety is the emotional reflection of people's serious deterioration of the value characteristics of reality or future things. On the contrary, the emotional form is an expectation, that is, the emotional reflection of people's obvious positive trend towards the value characteristics of reality or future things.

With the rapid development of China's social economy, great changes are taking place in the social structure. The competition is becoming more and more fierce, and the problem of interest distribution is prominent, which makes the role of corporate financial management in China's economic development more and more important. At present, small and medium-sized enterprises do not have a deep understanding of the intelligent fiscal and tax system, are not familiar with the specific practical operation, and their awareness of financial risk is relatively backward. Financial managers are facing the pressure of technological innovation, leadership, employees, taxation and audit, which makes the psychological quality of enterprise financial managers have some problems, which will seriously affect the production, operation and long-term development of enterprises. Optimizing the psychological quality of financial managers can bring many benefits to enterprises, accountants and society. The evaluation of the psychological quality of financial managers will help to optimize their psychological quality, improve work efficiency and enterprise benefits, reduce the brain drain of enterprises and reduce the risk of human resources. The quality of financial management personnel mainly includes political and ideological quality, professional ethics quality, professional quality, comprehensive cultural quality, communication and coordination ability and physical and mental quality. The financial managers of small and medium-sized enterprises will face great pressure in the era of intelligent finance and taxation. In order to better adapt to the development pace of the times, they should constantly learn new knowledge and constantly improve their quality requirements, including self-learning ability, information nursing ability, ability to control finance and taxation risks, etc., in order to better carry out financial management.

Objective: In recent years, under the background of fiscal and tax intelligence, the change of social environment of financial managers has led to the decline of their psychological quality. Therefore, the purpose of this study is to put forward the improvement plan of anxiety psychology of corporate financial managers, hoping to provide some reference for relevant research.

Research objects and methods: In order to improve the psychological quality of enterprise financial managers and improve their anxiety symptoms, taking smart finance and taxation as the background, 200 questionnaires were distributed to financial managers with bad emotions in different small and medium-sized enterprises to test their psychological characteristics. In this study, 186 questionnaires were collected with a recovery rate of 93%, and the enterprise financial managers were divided into observation group and control group, with 93 people in each group.

Research design: The observation group was given an intelligent fiscal and tax training program, and the experimental duration was 2 months. The control group did not receive special training within 2 months, but only routine work training. After the experiment, the training effect was evaluated according to the rehabilitation of the subjects. Among them, the significant effect is that cognition, emotional behavior and will are significantly improved. Effectively improve cognition, emotion and will. Ineffective is that the bad mood is still abnormal or has no improvement.

Methods: The relevant data were calculated and counted by Excel software and SPSS20.0 software.

Results: The total effective rate of anxiety relief in the observation group was significantly higher than that in the control group, and the difference was statistically significant ($P < 0.05$), indicating that the psychological quality improvement scheme of enterprise financial managers based on intelligent finance and taxation has higher effect and application value compared with routine training.

Conclusions: The mental quality improvement scheme of enterprise financial managers based on intelligent finance and taxation has a great impact on the physical, psychological and behavior of employees. In view of the above survey results, this study puts forward the countermeasures to optimize the psychological quality of financial managers, including: (1) Strengthening the psychological quality education and training of financial managers, guiding financial managers to establish noble life goals and professional ethics, standardize their behavior in strict accordance with the financial management standards and professional ethics, and enhance their psychological endurance, better adapt to the working environment. (2) Improve the corporate governance structure and internal control mechanism, strengthen work authorization, improve the status of financial managers in the governance structure, and ensure their

independence and “intermediary” role. (3) Improve the construction of financial management institutions. First, improve the way of leadership, build a warm and harmonious working environment and enhance the sense of belonging of financial managers. Second, improve the incentive mechanism, formulate scientific and reasonable incentive policies, and create a fair and just competition environment. Third, improve the authorization mechanism and increase the discretion of financial managers. Fourth, improve the communication mechanism and establish harmonious interpersonal relationships. The communication mechanism includes information communication and interpersonal communication. Information communication must follow the principles of timeliness and accuracy to ensure the authenticity and reliability of information transmission and effectively promote information and emotional communication among members.

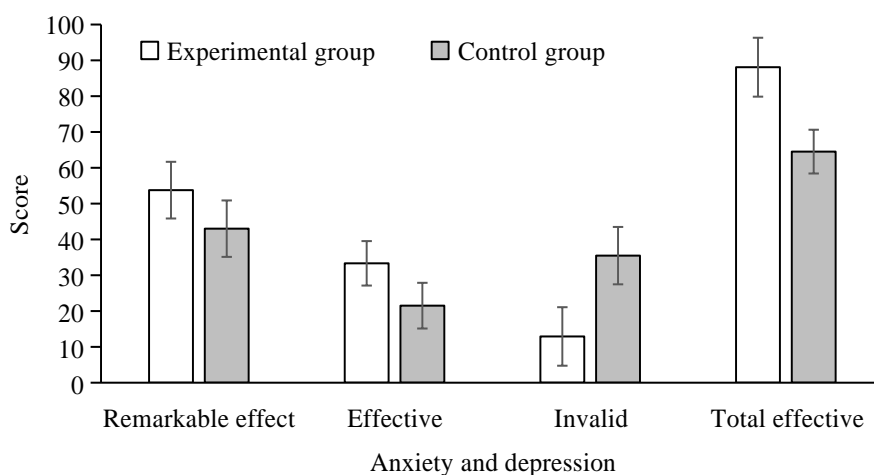


Figure 1. The improvement effects of the two groups after intervention were compared

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IMPACT OF THE INNOVATIVE DEVELOPMENT OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES ON STUDENTS’ SPIRITUAL AND EMOTIONAL PRESSURE UNDER THE PATTERN OF “GREAT THINKING AND POLITICS”

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Background: At present, there are some problems in Ideological and political education in colleges and universities, such as low attention to curriculum, single teaching form, lack of “great ideological and political” thinking and so on. As a new mode of ideological and political education in colleges and universities, “great ideological and political education” is an educational system involving the innovation of ideological and political curriculum system and the combination of theory and practice. Its characteristics are paying attention to the improvement of students’ overall political quality, wide teaching content and established work system. Under the “great ideological and political” pattern, the ideological and political education in colleges and universities needs to face new requirements, as follows: the current politics of ideological and political course teaching, the practicality of ideological and political course teaching, and the innovation of ideological and political course teaching. The innovative development strategy of ideological and political education in colleges and universities under the pattern of “great ideological and political education” can be reflected in optimizing the evaluation mechanism of ideological and political education courses, constructing the practice platform of ideological and political education courses, improving the teaching methods of ideological and political education courses, strengthening the construction of teachers’ team of ideological and political education courses, and paying attention to the teaching of ideological and political education courses.

With the continuous improvement of social and family requirements for students, students are facing more and more mental and emotional pressure. The main mental and emotional pressure of college

students mainly comes from learning pressure, economic pressure, employment pressure, family pressure, competition pressure and interpersonal pressure. This long-term huge pressure will lead to the overload of students' mood and spirit, which is manifested in memory loss, inattention, slow response, introversion, self-confidence, easy to be negative, tension, depression, anxiety, addiction to the Internet, etc. How to face the pressure from all aspects positively and correctly is a topic of great concern to many educators at this stage. Some foreign experts have pointed out that college students' physical and mental health and learning will be greatly affected by mental and emotional stress. Some experts advocate that the innovative mode of ideological and political education in colleges and universities can alleviate the mental pressure of students, help students establish good and correct values, outlook on life and world outlook, and then fundamentally eliminate the negative impact of mental and emotional pressure on students.

Objective: This paper explores the impact of the innovative development of ideological and political education in colleges and universities on students' spiritual and emotional pressure under the pattern of "great thinking and politics", in order to make corresponding contributions to the mental health growth of college students.

Research objects and methods: The study selected 400 students from four schools as the research object, and divided them into control group and experimental group according to the random grouping method, with 200 students in each group. The control group used the traditional ideological and political education mode to teach students, while the control group used the innovative development mode of ideological and political education in colleges and universities under the pattern of "great thinking and politics" to intervene students' emotional and mental pressure. Three months later, the Density-Based Spatial Clustering of Application with Noise (DBSCAN) was used to compare the attention, memory, psychological emotion, self-evaluation and stress of the two groups of students. The evaluation results quantify the degree of impact through five levels of 1-5. 1 indicates no impact, 2 indicates slight impact, 3 indicates impact, 4 indicates obvious impact and 5 indicates serious impact.

Method design: This study uses Excel statistical software to make statistics on the mental and emotional pressure of students before and after the intervention of the innovative development model of ideological and political education in colleges and universities under the pattern of "great ideological and political education". The survey results quantify the degree of impact through five levels of 1-5. 1 indicates no impact, 2 indicates slight impact, 3 indicates impact, 4 indicates obvious impact and 5 indicates serious impact.

Results: The influence of different ideological and political education modes on students' mental and emotional stress is shown in Table 1. After the intervention of the innovative development model of ideological and political education in colleges and universities under the pattern of "great thinking and politics", the three indicators of memory, psychological emotion and stress of the students in the experimental group have been significantly improved.

Table 1. Psychological and emotional pressure of students after the intervention of ideological and political education model in colleges and universities

Factor	Attention	Memory ability	Mental emotion	Self-evaluation	Pressure condition
Control group	3	3	3	1	1
Experience group	4	5	5	3	3

Conclusions: Under the pattern of "great thinking and politics", the innovative development of ideological and political education in colleges and universities has an excellent intervention effect on students' emotional and mental pressure. The daily ideological and political educators of college students need to establish a correct political direction, strengthen their ideological and moral cultivation, enhance their sense of social responsibility, and strive to become the guide and direction for the healthy growth of college students.

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ON THE INFLUENCE OF COGNITIVE IMPAIRMENT FACTORS ON THE CLASSIFICATION OF HORTICULTURAL HEALING LANDSCAPE SYSTEM AND ELEMENT ATTRIBUTES

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Background: As a novel environmental model, garden healing landscape is an important part of horticultural therapy. It has a significant impact on the spirit, psychology and physiology of patients with psychological problems, and can help people obtain health, especially in mental recovery, rehabilitation medicine, education of mentally retarded children and elderly care, this can be confirmed by the research of many scholars at home and abroad. Garden healing landscape can also be regarded as a system, which has three characteristics: system dynamics, relevance and integrity. There is a very close relationship of opposition and unity between system and elements. Elements are the important material basis of system research, and the system needs to be analyzed with elements as the purpose and premise. The elements of horticultural healing landscape system need to consider the dependence, specificity and particularity of the whole system, including ground feature elements, ecological elements and material core. Material core refers to the identifiability of elements. It is the main material core of horticultural healing landscape elements. It has the characteristics of artistry, knowability, panorama, quietness, sociality and so on. Ecological elements refer to the vegetation community, sustainable development prospect and ecological succession process displayed by horticultural healing landscape at medium and small scales. Feature elements refer to the landform and topography that embody the landscape of horticultural healing. The attributes of horticultural healing landscape system elements can be divided into biological attributes and abiotic attributes. Biological attributes can be divided into non intervention, high degree of intervention, low degree of intervention and nonintervention. Abiotic attributes can be divided into artificial non intervention, partial artificial manufacturing and artificial manufacturing.

Cognitive impairment is a state between normal aging and dementia. It is mainly characterized by mild memory and intellectual impairment, but the overall life ability and cognitive function remain intact, mainly manifested in understanding and judgment, calculation, execution, visual space, language, memory and so on. Cognitive impairment can be divided into perception impairment, memory impairment and thinking impairment. Perceptual disorders include perceptual synthesis disorder, hallucination and so on. Memory impairment includes memory error, memory defect and strong memory. Thinking obstacles include delusion, thinking logic obstacle, association process obstacle and abstract generalization process obstacle. The manifestations of cognitive impairment are emotion, spirit, creation, thinking, movement, language, memory, learning and so on. Some scholars at home and abroad pointed out that people with cognitive impairment will have a significant impact on the landscape system and element attribute classification of horticultural therapy, and this impact will in turn promote the recovery of psychological problems of patients with cognitive impairment.

Objective: This paper analyzes the influence of cognitive impairment factors on horticultural healing landscape system and element attribute classification, in order to provide a more scientific basis for horticultural healing landscape system and element attribute classification.

Research objects and methods: 300 patients with mild cognitive impairment diagnosed by Mini Mental State Examination (MMSE) were selected. They were divided into three groups according to the types of cognitive impairment: perceptual impairment, memory impairment and thinking impairment. 100 normal people were selected as the control group to analyze the influence of patients in different groups on the attribute classification of elements of horticultural healing landscape system, it includes 3 elements and 2 attributes in total.

Methods: The effects of three cognitive impairment factors on the attribute classification of elements of horticultural healing landscape system were analyzed through the corresponding evaluation indexes of two kinds of confusion matrix.

Results: The accuracy of three cognitive impairment factors in the classification of elements of horticultural healing landscape system is shown in Table 1. The accuracy rate of six-factor attribute classification of patients with mild cognitive impairment in the three groups of perceptual impairment (group A), memory impairment (group B) and thinking impairment (group C) was about 80%, while that of the normal population was about 98%. Cognitive impairment will directly affect the element attribute classification of horticultural healing landscape system.

Table 1. Accuracy of three cognitive impairment factors on the attribute classification of elements of horticultural healing landscape system

	Feature elements		Biological properties		Abiotic attribute	
	Biological properties	Abiotic attribute	Biological properties	Abiotic attribute	Biological properties	Abiotic attribute
Group A	78.63	82.13	79.32	83.26	84.12	81.23
Group B	79.36	80.21	81.23	82.21	81.26	81.03
Group C	80.21	79.36	79.31	81.26	83.26	81.02
Control group	98.36	99.26	99.36	99.63	99.84	98.97

Conclusions: Three cognitive impairment factors will directly affect the classification results of elements of horticultural healing landscape system. In order to efficiently realize the attribute classification of elements of horticultural healing landscape system, employees need to adjust and intervene their cognitive impairment, so as to avoid the inaccurate attribute classification of elements of horticultural healing landscape system caused by perception impairment, memory impairment and thinking impairment to the greatest extent.

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THE DEVELOPMENT OF CULTURAL COMMUNICATION THEORY IN BOOK MANAGEMENT OF UNIVERSITY LIBRARY FROM THE PERSPECTIVE OF PSYCHOLOGY

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Background: Cognitive psychology is a science that explores the laws of thinking, memory, learning, attention and perception in the process of cognition. Its research object is the cognitive status of internal psychology, including language, thinking, memory, perception and so on. Cognitive psychology believes that there is long-term memory in cognitive process. Long-term memory is determined by emotion and attention. It can also stimulate short-term memory and make it valuable. At this stage, most scholars combine cultural communication with psychology, hoping to carry forward valuable cultural knowledge with ancient and modern Chinese and foreign characteristics. The cultural communication theory combined with cognitive psychology has extremely outstanding contribution and value in the actual process of cultural communication. As an important place to spread knowledge, university library management plays an important role in cultural communication. The goal of library management in university libraries is to serve society, cultural communication, teaching and scientific research guarantee and resource recommendation. The book resource recommendation of university library has begun to develop in the direction of diversification of reading promotion mode. There are great differences in the development trend, activity innovation, promotion mode and so on.

At present, the main problems of library management in university libraries are as follows. First, the informatization and digitization level of the library is low, and some books have been inconsistent with the cognitive needs of college students. Second, the library management system is not perfect, which makes the realization of modern library very difficult. Third, the quality of library managers cannot meet the post standards. Library managers need to have corresponding qualities to meet the basic service requirements of teachers and students. At present, most library managers in university libraries do not have management ability, limited cultural knowledge, relatively older age and so on. If the library wants to achieve rapid and stable development in modern society, it must formulate a perfect management system, improve the service quality of library managers, and enrich the library's book resources and equipment.

Objective: This paper analyzes the influence of cultural communication theory combined with cognitive psychology on the management of university library, in order to improve the quality of university library management and provide favorable material conditions and resource guarantee for students and teachers' learning and scientific research.

Research objects and methods: Library managers from five universities are selected as the research object, with 100 people in each university, a total of 300 people. Through the self-made questionnaire analysis, combined with the cultural communication theory of cognitive psychology, the work situation of library managers in university libraries before and after the implementation, including service quality, management level, professional ability, work attitude, seriousness and mental health. A total of 500 questionnaires were distributed and 485 copies were effectively recovered.

Methods: This paper uses excel statistical software to make statistics on the work of Library librarians before and after the implementation of cultural communication theory combined with cognitive psychology. The survey results quantify the degree of impact through five levels of 1-5. 1 indicates no impact, 2 indicates slight impact, 3 indicates impact, 4 indicates obvious impact and 5 indicates serious impact. In order to avoid the interference of personal subjective influence on the results in the evaluation process, the average value of the research object is selected and the data after rounding is taken as the final result.

Results: The work of library librarians before and after the implementation of the cultural communication theory combined with cognitive psychology is shown in Table 1. It can be seen that after the implementation of the cultural communication theory combined with cognitive psychology, the work of

Library librarians has been significantly improved, especially in professional ability, work attitude, seriousness and mental health. Therefore, the cultural communication theory combined with cognitive psychology has great promotion value. In the follow-up, this theory can be applied to library book resource management, so as to adjust the working state of managers, and then improve the quality and level of library management in university libraries.

Table 1. The work of library librarians before and after the implementation of cultural communication theory combined with cognitive psychology

Factor	Service quality	Management level	Professional ability	Working attitude	Serious and careful	Mental health
Before implementation	3	2	1	3	2	2
After implementation	4	3	5	5	5	5

Conclusions: Combined with the cultural communication theory of cognitive psychology, after the intervention of library management in university library, the work of management staff is better, which shows that cognitive psychology can build a more feasible cultural communication theory. In the book management of university library, we should actively promote the cultural communication theory combined with cognitive psychology, improve the digital construction of library, formulate a relatively comprehensive and perfect management system, and improve the quality of university library managers.

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THE IMPACT OF URBAN AND RURAL GREEN INFRASTRUCTURE ON PATIENTS WITH BEHAVIORAL DISORDERS

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Background: Compared with traditional infrastructure, green infrastructure has the characteristics of fast implementation, low cost, low impact and small scale. It can be improved on the basis of existing land use types. Green infrastructure refers to the replacement of traditional rainwater management methods through adaptive measures such as rainwater harvesting tree boxes, permeable square pavement and residential rainwater harvesting facilities, and the realization of rainwater management through natural processes such as vegetation and soil, so as to maximize the function and value of preserving the natural ecosystem. Some studies have pointed out that green infrastructure can not only realize the management of rainstorm and waterlogging, but also provide residents with green space, provide places for people's daily life, provide people's quality of life, and ensure mental and physical health through aesthetic value. Green infrastructure includes four concepts: green space, green space, ecological space and ecological land, which will have a positive effect on people's psychology. Some studies have pointed out that green infrastructure can relieve people's pressure and improve people's mental health due to the characteristics of green environmental protection.

Behavioral disorder refers to the disorder of psychological process caused by various reasons. The main reasons are psychomotor inhibition and psychomotor excitement. Psychomotor inhibition is not only speech inhibition, but also movement block, which is mainly manifested in postures, mimicry, stereotyped speech and movement or stereotype, numbness and so on. Psychomotor excitement is divided into uncoordinated psychomotor excitement and coordinated psychomotor excitement. Most of human behavior is controlled by will, a few are not controlled by will, and some are instinctive behavior, but human behavior disorders can be alleviated through some intervention measures. In addition, behavioral disorders can also be manifested as forced movements, other movements and behavioral abnormalities. Compulsive action refers to an action that is not controlled by consciousness. An individual knows he can't do it, but consciousness is not controlled. Other movement abnormalities include imitation and imitation language, continuous speech,

stereotyped movement and stereotyped speech. Another kind of behavior disorder belongs to instinctive behavior disorder. The common ones are movement disorder, movement disorder, life preservation instinct disorder, sexual behavior disorder, diet disorder and so on. In this context, it is very important to analyze the impact of urban and rural green infrastructure on patients with behavioral disorders.

Objective: To analyze the effect of urban and rural green infrastructure on patients with behavioral disorders, in order to provide new treatment ideas for the recovery of patients with behavioral disorders.

Research objects and methods: Patients with behavioral disorders in a certain area were selected as the research object. According to the random grouping method, they were divided into control group and experimental group. The control group used urban infrastructure for intervention, while the experimental group used urban green infrastructure for intervention. The total number is 100. The intervention period was 4 weeks, and the final result was the average of all subjects.

Methods: The impact of urban and rural green infrastructure on patients with behavioral disorders was analyzed by Excel. The effects of urban and rural green infrastructure on patients with behavioral disorders were analyzed by Mini-mental State Examination (MMSE) and Activities of Daily Living (ADL). MMSE is a simple dementia screening scale at home and abroad. The scale includes seven dimensions: visual space, language, delayed memory, attention and computational power, time orientation, immediate memory and place orientation. MMSE scores range from 0 to 30. 0-9 points refer to severe cognitive impairment, 10-20 points refer to mild cognitive impairment, 21-26 points refer to mild cognitive impairment, and 27-30 points refer to normal cognitive function. ADL includes instrumental ADL assessment and basic ADL assessment. The score range of ADL is 0-100 points, below 40 points refers to severe dependence, 41-60 points refers to moderate dependence, 60-99 points refers to mild dependence, and 100 points refers to no dependence.

Results: Table 1 refers to the MMSE scores of patients with behavioral disorders before and after the implementation of the two urban infrastructure. It can be seen from Table 1 that under the urban green facility intervention scheme, the MMSE score of patients with behavior disorders is significantly improved, while under the urban facility intervention scheme, the MMSE score of patients with behavior disorders is not particularly obvious. Therefore, under the intervention program of urban green facilities, the improvement effect of patients with behavioral disorders is very obvious. The follow-up study can apply the urban green facility intervention program to patients with behavioral disorders, and then have an effect on the behavior of patients.

Table 1. Refers to the treatment effect of college autistic patients before and after music treatment

Type	Before	After 1 week	After 2 weeks	After 4 weeks
Urban infrastructure	13.25±0.98	14.63±3.21	18.56±2.98	21.56±3.56
Urban green infrastructure	12.36±1.26	15.54±2.14	20.56±3.26	28.56±1.23

Conclusions: MMSE and ADL scores of patients with behavioral disorders show that urban and rural green infrastructure can improve the problems of patients with behavioral disorders. The follow-up research can intervene the behavior disorder through the urban green infrastructure, which can not only restore the basic behavior disorder of patients, but also improve the mental health level of patients.

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A STUDY ON THE INFLUENCE OF COLLEGE ENGLISH TRANSLATION TEACHING INNOVATION ON STUDENTS WITH COMMUNICATION COGNITIVE IMPAIRMENT FROM THE PERSPECTIVE OF MULTICULTURALISM

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Background: Communication disorder is a very common psychological problem. Patients will lead to bad emotions such as spirit, tension and anxiety. According to different manifestations, communication barriers can be divided into physical barriers, psychological barriers, language barriers, cultural barriers, environmental barriers, status barriers and number barriers. Among them, psychological disorder is an

obstacle in the process of communication caused by poor expression. This kind of communication disorder can be divided into two types: long-term persistent psychological disorder and stress psychological disorder. The communication barrier of sender and receiver is the source of communication barrier. The obstacles of information transmission are mainly manifested in the filtering of information, the limitation of knowledge and experience, the untimely transmission of information and the low integrity of information transmission. The obstacles of the receiver are early evaluation of emotion, psychological obstacles, tolerance of information, screening of information and inaccurate information decoding. Communication channel obstacles mainly include external interference, long communication channel, conflict between multiple media and improper selection of communication media. There are cognitive barriers to communication between college students and teachers, which will lead to problems in college English translation teaching. With the development of multicultural communication and globalization, English translation teaching has gradually become the basis of national foreign exchange and cooperation. At present, the improvement of English translation level and the cultivation of talents are the topics of great concern to teaching scholars. College students' English translation is an important course in college students' English teaching, which plays a very important role in college English teaching. It is of practical value to explore the innovative model of college English translation teaching from the perspective of multiculturalism. At the same time, there are cognitive barriers to communication between college students and teachers, which will lead to problems in college English translation teaching.

For students with communication cognitive impairment, although the goal of the current college English translation teaching model has begun to change from the training of professional talents to the training of applied talents, the model still faces the following very prominent problems. First, it does not pay enough attention to the English translation teaching curriculum, and the teaching model is lack of innovation. In college English teaching, the teaching mode is still mainly cramming teaching, students passively accept knowledge and cultivate students' application ability less. In the daily teaching process, teachers ignore the in-depth analysis of English translation theories and skills, and the content taught is only a simple English-Chinese translation practice. Second, college English translation teaching methods are relatively traditional and simple, ignoring the cultivation of students' English translation application ability. At present, in the process of college English translation teaching, teachers completely ignore students' subjective initiative. In classroom teaching, teachers carry out teaching in the teaching method of "students do first and teachers explain". Under this teaching method, students cannot make use of the knowledge they have learned. In the process of translation, students usually use Chinese thinking to stack words, ignoring the characteristics of English sentence patterns and grammar. After the application of multimedia in teaching, teachers did not give students extracurricular English translation teaching through network resources. In the face of these problems, the college English translation teaching model needs to be improved from several aspects: strengthening the cooperation and communication between schools and enterprises, changing the English translation teaching model as a whole, optimizing the English translation teaching methods and classroom contents, building a network teaching platform, preparing reasonable and comprehensive teaching contents, and setting up a student translation level evaluation system.

Objective: This paper analyzes the impact of college English translation teaching innovation on students with communication cognitive impairment from the perspective of multiculturalism, in order to improve students' communication cognitive impairment.

Research objects and methods: Two college students with communication cognitive impairment were selected to analyze the influence of college English translation teaching before and after innovation through Support Vector Machine (SVM). The experimental period was 4 weeks, and the influence content included five aspects: situation, semantics, understanding, perception and emotion. The study uses five grades 1-5 to quantify the degree of improvement. 1 indicates no improvement, 2 indicates slight improvement, 3 indicates improvement, 4 indicates significant improvement and 5 indicates serious improvement. In order to avoid the interference of personal subjective influence on the results in the evaluation process, the average value of all research objects is selected and the data after rounding is taken as the final result.

Methods: This study analyzes the influence value statistics of college students with communication cognitive impairment before and after the innovation of college English translation teaching through Excel data analysis software.

Results: Table 1 refers to the influence values of students with communication cognitive impairment in a university before and after the innovation of college English translation teaching model. It can be seen from Table 1 that four weeks after the innovation of college English translation teaching mode, the situation, semantics, understanding, perception and emotion of patients with communication disorders have been significantly improved, and the corresponding impact values are 4, 5, 4, 4 and 4 respectively.

Table 1. Influence value of college students with communication cognitive impairment before and after college English translation teaching innovation

Time	Situation	Semantics	Understand	Perception	Emotion
Before	2	2	1	2	2
After 1 week	2	3	2	3	3
After 2 weeks	3	4	3	4	3
After 4 weeks	4	5	4	4	4

Conclusions: The innovative scheme of college English translation teaching model constructed by the Institute can improve the patients with communication and cognitive impairment. The research provides suggestions for the teaching of English translation in colleges and universities, and trains high skilled talents suitable for the development of the industry.

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THE SOLUTIONS TO ANXIETY PROBLEMS IN THE PROCESS OF PROFESSIONAL TRAINING OF COLLEGE STUDENTS

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Background: Anxiety is an abnormal psychological bad emotion produced by the human body. Most patients are disappointed and sad. Medical psychologists believe that anxiety usually refers to people's adverse feelings such as risk, pressure and pain that exceed their acceptable range. At the same time, it is difficult for people to face and solve these problems. In the training process of different majors, college students need to have a variety of knowledge and skills, which will aggravate students' anxiety to a certain extent. At present, the common intervention measures are offering lectures on professional knowledge of mental health and targeted personalized psychological intervention. The former popularizes common psychological problems and the adverse effects of psychological problems to students through regular lectures on mental health knowledge, and provides students with channels to obtain psychological assistance. The latter alleviates and improves students' psychological problems through active psychological intervention measures, and sets up a special psychological counseling room to complete psychological counseling. However, these anxiety intervention programs are difficult to implement, poor effect and low real-time, so it is difficult to fundamentally solve the anxiety problems of middle school students in the process of professional training.

In this context, the anxiety improvement program must be combined with information network technology. The formulation of psychological intervention plan needs to hire professional psychological counselors. First, determine the learning objectives of professional courses and upgrade the teaching methods to a diversified and innovative model. When constructing the teaching system of professional courses, the makers need to combine the social situation and teachers' characteristics, and strive to achieve the integration of production, learning and research. School teachers need to determine and cultivate innovative compound talents with artistic cultivation and technical ability. Teachers need to efficiently achieve teaching objectives with the help of new media technology, train students' working ability through simulating enterprise working mode, and ensure that they have mature professional skills. Teachers and students need to teach in a flexible way to enable students to complete their learning in an independent environment. Second, improve the construction of teaching staff in colleges and universities. College teachers need to recruit double qualified teachers, which requires them not only to have very professional theoretical knowledge, but also to have the corresponding abilities of other majors. Teachers and students need to actively promote cooperation with enterprises. Schools should also hire new media professionals to participate in students' teaching according to the actual situation. Third, build a training base and implement a cooperative innovation model.

Objective: To explore the improvement measures of anxiety in the process of professional training of college students in the field of psychology, and complete the effect evaluation of psychological intervention program, in order to alleviate students' anxiety formed in the process of professional training and improve the overall quality education in colleges and universities.

Research objects and methods: Through the random grouping method, college students are divided into control group and experimental group. The control group carries out the general intervention scheme, while the experimental group adopts the intervention scheme combined with psychology. The number of students in each group was 100, and the intervention period was 2 months. After the intervention, the mental health

status of the subjects was analyzed by Self-rating Anxiety Scale (SAS). SAS score ≥ 50 is defined as anxiety state. The score range of mild anxiety, moderate anxiety and severe anxiety is 50-59 points, 60-69 points and more than 69 points.

Methods: The purpose of this study is to analyze the effect of anxiety intervention program in the professional training process of college students in the field of psychology through Excel data analysis software. In order to ensure the credibility of the research results, the survey subjects selected by the research institute are students of different grades in five schools.

Results: The anxiety situation of the experimental group before and after the psychological intervention of anxiety in the training plan of college specialty is shown in Figure 1. Before the intervention, the number of students with no anxiety, mild anxiety, moderate anxiety and severe anxiety in the experimental group were 34, 32, 18 and 16 respectively. With the increase of intervention cycle, the number of people in the experimental group without anxiety increased gradually. This shows that the anxiety of the students in the experimental group will be greatly improved after the intervention of anxiety psychology.

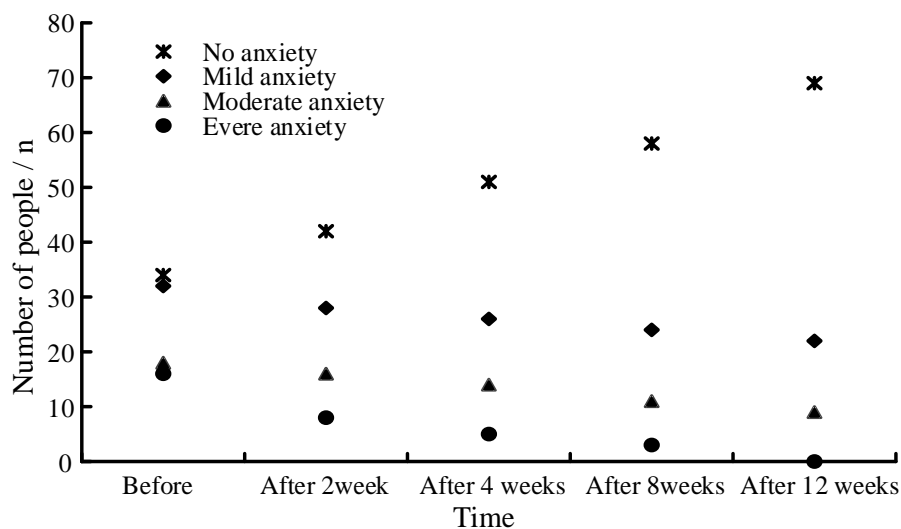


Figure 1. The anxiety of the experimental group before and after the psychological intervention in the training plan of college majors

Conclusions: The training plan of college specialty anxiety psychological intervention program can improve students' anxiety. The psychological intervention program constructed by the research institute can be applied to the intervention of school students' bad emotions. This program has certain promotion value and feasibility.

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APPLICATION OF SOCIAL PSYCHOLOGY IN NEW MEDIA ADVERTISING COMMUNICATION

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Background: Social psychology is an important science closely related to people's daily life. It can not only cover the advantages of all disciplines, but also add vitality to the long-term development of all disciplines. Social psychology was first proposed by Irving psychologist. This discipline mainly analyzes the instincts, communication, reactions, habits and other behaviors of groups. As a new category of language marginalization, sociopsychologists follow the guiding principle of human standard, and the research object is people in society. Social psychology plays a very important role in the process of social development and interpersonal communication. In the new era, the advertising communication effect of media cannot reach a very ideal state. Under the environment of personalized consumption and enhanced consumer awareness, residents are not particularly satisfied with the communication effect of enterprises and products. Some studies have pointed out that there is a big gap between the current advertising communication effect of enterprises and the expected results. Under this background, the enthusiasm of advertising users will

continue to decline, which will eventually affect the development of the whole advertising industry, including mass advertising media such as mobile phone, TV, elevator, car body and road signs, as well as traditional industries such as radio and television, magazines and newspapers, and new media such as mobile phones and the Internet.

At present, the problem of new media communication is very serious. For rural areas, apart from traditional media advertising, the form of advertising media is relatively single and scattered, which is mainly manifested in mass media advertising in the fields of automobile advertising, gift advertising, wall advertising and so on. For urban areas, there are significant differences between urban residents' use habits and urban media exposure and rural residents, and there are obvious differences in the communication effect of media advertising investment. In this context, it is of great significance to construct a new media advertising communication strategy combined with social psychology. The new media advertising communication strategy needs to be optimized in combination with social psychology, which not only helps enterprises, businesses and other advertising investors to achieve sustainable development in the fierce market, but also promotes consumers to efficiently obtain commodity information and buy goods that satisfy themselves in a short time. At present, scholars at home and abroad believe that the combination of social psychology in new media advertising communication can not only promote the embodiment of individual value in society, but also promote businesses to publicize and sell products according to human psychology.

Objective: Explore the new media advertising communication scheme combined with social psychology, and analyze the impact of the introduction of social psychology on the new media advertising communication, in order to provide new development ideas for the new media advertising communication.

Research objects and methods: Through a self-made questionnaire to analyze the impact of social psychology on the communication of new media advertising before and after the introduction of social psychology, 100 residents were selected and divided into control group and experimental group according to the random grouping method, with 50 people in each group. The investigation includes three aspects: the rational choice of media forms, giving full play to the role of media and the effective utilization of resources. The investigation cycle is 3 months.

Methods: Through PageRank Data mining Algorithm, this paper analyzes the impact of social psychology on new media advertising communication before and after the introduction of social psychology. The research object is 100 residents. The influence content includes three aspects: the rational choice of media forms, giving full play to the role of media and the effective utilization of resources. The experimental cycle is 3 months.

Results: This study analyzes the impact of social psychology on new media advertising communication through Excel data analysis software. In order to ensure the credibility of the research results, the subjects selected in the study are residents of different ages, genders and occupations. The impact result quantifies the impact degree through five levels of 1-5. 1 indicates no impact, 2 indicates slight impact, 3 indicates impact, 4 indicates obvious impact and 5 indicates serious impact. In order to avoid the interference of personal subjective influence on the results in the evaluation process, the average value of the research object is selected and the data after rounding is taken as the final result.

Table 1. The effect of social psychology on new media advertising communication before and after its introduction

Category	Before	After 1 week	After 3 weeks	After 6 weeks	After 12 weeks
Resource utilization	2	2	2	4	5
Media role	1	1	2	3	4
Media selection characteristics	2	2	3	3	5

Conclusions: The new media advertising communication scheme combined with social psychology constructed by the Institute has strong implementation value. The scheme can not only make a rational choice of media forms, but also make full use of resources. The scheme can be applied to new media advertising communication in the future.

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THE OPERATION AND MANAGEMENT OF STADIUMS AND GYMNASIUMS BASED ON THE INFLUENCE OF CONSUMER PSYCHOLOGY

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Background: Consumer psychology is an important branch of psychology. It studies the behavior laws and psychological phenomena of consumers in the process of consumption, including consumer psychology and marketing communication, consumer psychology and commodity factors, consumer psychology and consumption trend, consumer behavior and consumption psychology, the influence of social environment on consumer psychology, the influencing factors affecting consumer behavior, consumers' personality psychological characteristics the psychological process of consumers. The common consumption psychology includes convenience psychology, benefit psychology, quality psychology, personality psychology and worry psychology. Convenience psychology refers to saving labor cost and time cost to the greatest extent. Affordable psychology means that consumers are extremely sensitive to the price of goods and pursue products with the highest cost performance. Quality seeking psychology refers to the three psychological demands of high brand, reputation and quality of online goods. Personality psychology refers to that users pay attention to their own personalized needs and try to reflect different characteristics in consumption characteristics, personality, psychology and so on. Discount activities are reflected in the psychology of consumption as worry and benefit, price goods in the psychology of consumption as worry, benefit and quality, grade goods in the psychology of consumption as worry and quality, and sales goods in the psychology of consumption as personality, worry and quality. Evaluation goods are embodied in the psychology of convenience, worry and quality, distance goods are embodied in the psychology of convenience, brand goods are embodied in the psychology of convenience, personality, worry and quality, and unique goods are embodied in the psychology of consumption.

With the continuous integration of consumer psychology into market analysis, the research on various marketing behaviors has also become a very hot topic. At present, with the proposal of the national fitness theory, the construction of stadiums and gymnasiums has become an imperative trend. The operation and management of stadiums and gymnasiums is of great significance, which is embodied in the following aspects. First, develop national sports culture. At this stage, the operation and management of most stadiums and gymnasiums is relatively loose, and their function is to provide venues for literary and artistic performances, sports activities and sports teaching. Few stadiums and gymnasiums can undertake large-scale sports events, naming right development and other fields, and the income of stadiums and gymnasiums is greatly limited. Through reasonable operation and management of stadiums and gymnasiums, we can actively promote the regional development of college sports events, which can not only give play to the core functions of stadiums and gymnasiums, but also improve the effective utilization rate of stadiums and gymnasiums. Second, promote the sustainable development of stadiums and gymnasiums. University stadiums and gymnasiums have the problem of low return on investment for a long time, which will lead to a large waste of state-owned assets. At present, through the mode innovation of entrusting professional enterprises to operate and university sports venue management center, we can bring comprehensive benefits and promote the sustainable development of stadiums and gymnasiums.

Objective: This paper analyzes the operation and management effects of stadiums and gymnasiums combined with different consumer psychology, in order to make corresponding contributions to the operation and management of stadiums and gymnasiums in the later stage.

Research objects and methods: The operation and management effects of stadiums and gymnasiums under different types of consumer psychology in three cities are analyzed by naive Bayesian classification algorithm. The effect of stadium operation and management can be expressed in three aspects: digitization, all-round development and team construction. Consumer psychology adopts five common psychologies: convenience psychology, benefit psychology, quality psychology, personality psychology and worry psychology. The effect evaluation value is expressed by 0-10 points. The higher the score, the better the effect of stadium operation and management.

Methods: Through SPSS23.0 data statistical analysis software to obtain the operation and management effects of stadiums and gymnasiums under different types of consumer psychology.

Results: Table 1 refers to the effect of stadium operation and management under the consumption psychology of city A. It can be seen from Table 1 that the operation and management effects of stadiums and gymnasiums with different types of consumer psychology are quite different. However, the operation and management of stadiums and gymnasiums under the psychology of seeking quality has the best effect. The operation and management scheme of stadiums and gymnasiums in the future can be combined with the psychology of seeking quality, which can promote the sustainable development of stadiums and gymnasiums.

Table 1. The effect of stadium operation and management under the consumption psychology of city A

Category	Digitization	Comprehensive development	Team building
Convenient psychology	6	7	6
Affordable psychology	7	8	7
Quality seeking psychology	8	9	8
Personality psychology	6	5	7
Worry psychology	7	5	6

Conclusions: The operation and management effects of stadiums and gymnasiums under different consumer psychology have good effects, but the operation and management effect of stadiums and gymnasiums is the best under the background of quality seeking psychology. The quality seeking psychology in consumer psychology can be combined when making the operation and management scheme of stadiums and gymnasiums in the follow-up.

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STRATEGIES OF IDEOLOGICAL AND POLITICAL EDUCATION FOR HIGHER VOCATIONAL COLLEGE STUDENTS IN THE FIELD OF PSYCHOLOGY

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Background: The main research fields of positive psychology are positive experience, positive personal characteristics and positive environment, which provides new research ideas for the development of ideological and political education in colleges and universities. As a humanistic psychology, the development of positive psychology has a great relationship with Asian culture and philosophy. It can help people gain personal happiness through their own advantages. The research purpose of positive psychology is to reduce the emergence of people's psychological problems. The main content of the research includes three aspects. First, a positive organizational environment that plays a decisive role in personal growth and development. Second, including positive personal qualities such as optimism and virtue. Third, the individual's positive life experience of the past, present and future. Positive experience includes positive emotional experience and positive emotion. Positive emotions can bring people a short sensory experience. Positive emotion is a kind of stable emotional experience. Experience the emotional experience brought by activities through your own strength, such as realizing goals and ideals and solving problems that perplex you.

Ideological and political education in colleges and universities includes education and management, including ideological and political education, academic guidance, daily affairs management, mental health education and consultation, crisis response, theory and practice, network ideological and political education, career planning and employment guidance. Colleges and universities are the main place of ideological and political education in colleges and universities, which plays an important role in the process of talent training in higher vocational colleges. Under the background of the continuous development of the times, the current means, methods and ideas cannot meet the timeliness of daily ideological and political education. The main problem is that teachers focus on work problems and ignore the positive aspects in the teaching process.

Under the background of positive psychology, the ideological and political education of higher vocational college students needs to improve the following aspects. First, create an educational concept focusing on student development. Emotional experience and positive emotions will play a very important role in personal well-being, which will not only help students improve their creative thinking, but also improve students' productivity. Through social practice, discussion, heart to heart talk and other forms of activities, students can improve their ability to solve various learning and life problems, so as to produce positive emotional experience. During this period, it is also necessary to enhance students' independent initiative, improve their own sense of responsibility and mission, enhance their self-management ability, improve their subjective well-being and enhance their positive emotional experience. Second, enhance teachers' positive cognition of learning education. Positive cognition refers to the positive cognition and evaluation of self and others. In the process of looking at things, we not only see the negative effects, but also need to make corresponding positive evaluation. Educators should pay attention to the positive quality of students in the teaching process and constantly tap their own potential. At the same time, educators can guide students to form good quality by creating a positive learning environment.

Objective: This paper analyzes the implementation effect of higher vocational college students' ideological and political education program combined with positive psychology, in order to create a good environment for the improvement of college students' ideological quality.

Research objects and methods: Select the real data of ideological and political education of students and teachers in two colleges and universities to analyze the implementation effect of ideological and political education combined with positive psychology. The evaluation method is grey comprehensive evaluation method. The number of students in each school is 100, and the cycle is 3 months. The evaluation indicators include the external environment, teachers' positive cognition, teaching ideas and teaching methods. The evaluation results quantify the degree of improvement through the five score ranges of 0-2, 2-4, 4-6, 6-8 and 8-10, indicating no improvement, slight improvement, improvement, obvious improvement and serious improvement respectively. In order to avoid the interference of personal subjective influence on the results in the evaluation process, the average value of the research object is selected and the data after rounding is taken as the final result.

Methods: Through JMP data analysis and statistical software, this paper analyzes the teaching effect before and after the introduction of positive psychology in ideological and political education.

Results: Table 1 refers to the effect of ideological and political education after the introduction of positive psychology. It can be seen from Table 1 that the evaluation effect of external environment and teaching concept is good. Therefore, after the introduction of positive psychology, ideological and political education can significantly improve the external environment of students' learning and teachers' teaching ideas.

Table 1. The effect of Ideological and political education after positive psychology

Category	Before	After 2 weeks	After 4 weeks	After 8 weeks	After 12 weeks
External environment	1	3	5	6	7
Teachers' positive cognition	2	3	5	8	9
Teaching concept	2	3	4	6	7
Teaching methods	1	3	4	7	9

Conclusions: After the introduction of positive psychology, ideological and political education has a good effect on ideological and political education. This scheme can be applied to the improvement and optimization of ideological and political teaching scheme, which can improve the overall level of students' ideological and political education in the future.

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PROFESSIONAL LEADERSHIP DEVELOPMENT OF COLLEGE FOREIGN LANGUAGE TEACHERS BASED ON THE IMPROVEMENT OF COGNITIVE IMPAIRMENT

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Background: With the improvement of information technology, cultural leadership has become the most basic core competitiveness of a country. College students' foreign language leadership level undoubtedly best reflects the national cultural leadership. College students' foreign language leadership is closely related to teachers' professional leadership. The professional leadership and cognitive level of college foreign language teachers and students are closely related, but at present, college teachers and students usually have different degrees of cognitive impairment. Cognitive impairment refers to the abnormal processing of human brain advanced intelligent knowledge in the process of thinking judgment and learning. In most cases, the body can have the decline of memory function and learning function, and even serious behavioral disorders such as loss of line, recognition and use. The causes of cognitive impairment are the following aspects: chronic brain injury, chronic systemic diseases, mental and psychological abnormalities. It has been proved that mental and psychological abnormalities are the most important reason at present. According to different types, cognitive impairment can be divided into thinking impairment, memory impairment and perception impairment. The clinical manifestations of thinking disorder include delusion,

thinking logic disorder, association process disorder, abstract generalization stage disorder and so on. In clinical practice, memory impairment mainly includes memory error, memory fragment loss, memory enhancement and so on. Perceptual disorder can be manifested as perceptual comprehensive disorder, sensory sensitivity, sensory retardation and so on.

Based on this, it is of great significance to build a scheme that can improve the professional leadership of college foreign language teachers at the individual, social and national levels. The professional leadership of foreign language teachers in colleges and universities is not only reflected in knowledge structure, ideas and cultural vision, but also reflected in students' attitude towards teachers, communication strategies, literary and artistic characteristics and thinking mode. In addition to having a unique personal style, foreign language teachers also need to adopt highly targeted personalized teaching programs according to the specific situation of students, which are embodied in the following two aspects. First, take the cultural leadership acceptable to students as the starting point to help students form a good value concept and improve students' English communication ability and cultural literacy from multiple dimensions. Second, teachers pay attention to the cultivation of students' cognitive ability and enhance their innovative ability and independent consciousness. Third, teachers need to broaden their cultural vision to affect students' thinking level and vision pattern.

Objective: This paper analyzes the professional leadership level of college foreign language teachers before and after the improvement of cognitive impairment, in order to lay the foundation for the improvement of college English teaching ability and provide teaching guarantee for students' English skill learning.

Research objects and methods: Students from two colleges and universities are selected as the research object. Through the k-Nearest Neighbor (KNN) classification algorithm, the professional leadership level of college foreign language teachers before and after the improvement of cognitive impairment ability is analyzed. The time period is set as 3 months. In order to ensure the reliability of the results, the authenticity of the results is confirmed by two professional evaluators. The professional leadership level of teachers can be evaluated from four aspects: students' attitude towards teachers, communication strategies, literary and artistic characteristics and thinking mode. The evaluation result quantifies the leadership ability through five levels of 1-5. 1 indicates that it is very weak, 2 indicates that it is weak, 3 indicates that it is general, 4 indicates that it is strong, and 5 indicates that it is very strong.

Methods: This study uses Excel data analysis software to count the cognitive impairment ability and improve the professional leadership level of college foreign language teachers before and after.

Results: Table 1 shows the professional leadership level of foreign language teachers in a university before and after the improvement of cognitive impairment ability. It can be seen from Table 1 that three months after the implementation of the professional leadership training program for college foreign language teachers, students' attitude towards teachers' classes, communication strategies, literary and artistic characteristics and thinking mode have changed significantly, which shows that the professional leadership level of college English teachers has been greatly improved.

Table 1. The professional leadership level of foreign language teachers in colleges and universities before and after the improvement of cognitive impairment ability

Category	Before	After 1 week	After 3 weeks	After 6 weeks	After 12 weeks
Class attitude	1	2	2	3	4
Communication strategy	1	2	2	3	4
Literary and artistic characteristics	1	1	2	3	4
Mode of thinking	1	2	3	4	5

Conclusions: The professional leadership training program of college foreign language teachers under the promotion of cognitive impairment constructed by the institute plays a good role. The program can be widely used in the professional leadership training of college foreign language teachers to help teachers form a high level of leadership.

Acknowledgement: The research is supported by: Key Project of Academic Degree and Postgraduate Education Reform of Hunan Province: Research on the Development and Application of MTI-oriented Tourism Translation Corpus (Project Number: JG2018A032); Key scientific research project of Education Department of Hunan Province: Research on the Development and Application of Tourism Translation Corpus for Undergraduate Translation Majors (Project Number: 19A410).

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EFFECT OF COLLEGE MUSIC EDUCATION ON STUDENTS' LANGUAGE COGNITIVE IMPAIRMENT

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Background: Cognitive impairment refers to the abnormal processing of human brain advanced intelligent knowledge in the process of thinking judgment and learning. In most cases, the body can have the decline of memory function and learning function, and even serious behavioral disorders such as loss of line, recognition and use. According to different types, cognitive impairment can be divided into thinking impairment, memory impairment and perception impairment. Thinking obstacles can be manifested as delusions, thinking logic obstacles, association process obstacles, abstract generalization stage obstacles, etc. Memory impairment is mainly manifested in memory error, memory fragment loss, memory enhancement and so on. Perceptual disorder is manifested as perceptual comprehensive disorder, sensory sensitivity, sensory retardation and so on. These three kinds of cognitive impairment are closely related to language cognitive impairment. Language cognitive impairment is a common problem among students at this stage. The main intervention methods are music therapy, behavior therapy, psychological correction, special education and so on. Autism is a common disorder of nervous system development, which can be characterized by limited interest and behavior activities, communication defects and social communication disorders. The current pathogenesis of autism is not particularly clear. The main manifestations of the disease are cognitive impairment and language development disorder. A large number of studies have pointed out that if the brain of autistic students is specially trained and intervened, it will improve their cognitive function.

Music therapy is a comprehensive treatment system combining music education, psychology and special education. It combines body movement, music, language and cognition, so as to mobilize students' enthusiasm in learning and life. Some scholars pointed out that music therapy can treat students with intellectual impairment and autism to a certain extent. Some scholars also pointed out that music therapy can significantly improve students' cognitive impairment. Some scholars pointed out that after music therapy, students with language cognitive impairment can pay more attention to learning and pay more and more attention. It is trustworthy that a large number of clinical medicines points out that students' language cognitive impairment is a common phenomenon, and intervention methods such as music therapy will alleviate students' cognitive impairment. Therefore, it is of far-reaching significance to apply music therapy to the improvement of cognitive impairment in patients with autism.

Objective: This paper analyzes the role of music education in colleges and universities on students' language cognitive impairment, in order to improve the language cognitive impairment of autistic students and improve students' language cognitive ability and language understanding ability.

Research objects and methods: College autistic patients in two regions were selected as the research objects, and the research objects in each region were 100 people. The treatment period was 12 weeks. The subjects were autistic patients in five regions. The final result was the average of all subjects. Music therapy lasts for 30 minutes each time, four times a week. The treatment contents are divided into playing music, listening to music, selecting musical instruments, following the music rhythm and ending the performance.

Methods: The effect of college autistic patients before and after music treatment was analyzed by Excel statistical software, and the treatment effect of autistic patients with cognitive impairment was analyzed by K-Means Algorithm. The evaluation dimensions include visual space, language, delayed memory, attention and computational power, time orientation, immediate memory and place orientation. The total score of the evaluation is 30 points. 0-9 points refer to severe cognitive impairment, 10-20 points refer to severe cognitive impairment, 21-26 points refer to mild cognitive impairment, and 27-30 points refer to normal cognitive function. In order to ensure the reliability of the research results, the average score of the two regions was taken as the final result.

Results: Table 1 refers to the treatment effect of college autistic patients before and after music treatment. Table 1 shows that the proportion of autistic students without cognitive impairment before and after music treatment is 47.0% and 5.25% respectively. This shows that music therapy can improve the cognitive impairment of patients with autism. Follow up research can enhance the memory function and learning ability of patients with music therapy. At the same time, the MMSE scores of autistic students in five regions increased significantly after treatment, which further confirmed that the language cognitive impairment of autistic students has been significantly improved. Therefore, autistic patients can alleviate language cognitive impairment through music therapy.

Table 1. Therapeutic effect of college autistic patients before and after music therapy

Intervene	No cognitive impairment	Mild cognitive impairment	Moderate cognitive impairment	Severe cognitive impairment
Before intervention	235	124	102	39
After intervention	26	125	201	148

Conclusions: Music therapy can significantly improve the cognitive impairment of autistic patients. In the follow-up, this treatment can be used to intervene students with language cognitive impairment, so as to improve their social communication ability and memory function.

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ANALYSIS ON THE EFFECT OF FOOTBALL ON ALLEVIATING COLLEGE STUDENTS' BEHAVIOR DISORDER

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Background: The continuous advancement of social development puts forward higher requirements for the quality and ability level of college students. Therefore, college students are prone to mental illness due to excessive pressure, and then show different types of behavioral disorders. Behavior disorder mainly refers to the obvious abnormal behavior of patients, which will even have a serious impact on themselves and others. Therefore, it is imperative to explore the causes and mitigation measures of college students' behavior disorder. Football, as a collective project integrating comprehensiveness and wholeness, is widely sought after all over the world. It is well deserved to be the largest sport in the world. In the process of developing football in colleges and universities, its basic purpose is to enrich college students' after-school life and improve college students' physical quality. However, in the process of actual activities, it is found that football has a certain positive impact on college students' mental health. The level of college students' mental health, their way of looking at problems and their ability to withstand external pressure. If the level of college students' mental health is low, they are prone to a variety of mental disorders, including schizophrenia, autism spectrum disorder, obsessive-compulsive disorder, emergency disorder and so on. Under the negative influence of mental disorders, college students are prone to show different types of behavior disorders, mainly including psychomotor excitement, psychomotor inhibition, imitation action, stereotyped action, forced action, posture and so on.

Objective: In the process of talent training in colleges and universities, physical education including football not only undertakes the responsibility of physical training for students, but also contains a lot of profound spiritual connotation. As a vital collective activity in physical education, football has a positive impact on college students' physical training and mental health training to a certain extent. The smooth progress of football is conducive to the all-round development of college students. It can improve their physical quality and temper their will at the same time, so as to alleviate the behavioral obstacles of college students. The main purpose of this study is to explore the specific effect of football on alleviating college students' behavior disorders.

Research objects and methods: 180 college students were randomly selected from five universities to explore their physical performance and psychological quality in the process of football. Give regular running training combined with football training to college students participating in this topic.

Research design: Give running training combined with football training to college students participating in this subject. At different time points before and after the exercise intervention experiment, through the corresponding physical fitness test and psychological test, this paper compares and analyzes the mental health and physical quality of college students before and after the experiment, especially the improvement of their behavior disorders.

Methods: Before and after different exercise experiments in the two groups, the psychological and physical quality data of college students were collected and analyzed by Excel software and SPSS22.0 software. The grade of college students' behavior disorder is divided into five grades, from 1 to 5, indicating the severity of behavior disorder symptoms from low to high.

Results: The severity of behavior disorder of college students before and after the experiment was compared and analyzed. The results showed that before the exercise experiment, there were more college students with behavior disorder grade of 4 or 5, indicating that they had more serious behavior disorder before the experiment. In the exercise experiment, the change of the severity of college students' behavior

disorder is small. At different time points after the exercise experiment, the number of college students with behavior disorder levels of 4 and 5 decreased significantly, and the number of students with lower behavior disorder levels increased significantly. This shows that the football training received by the college students can effectively improve their behavior disorder performance and reduce the severity of behavior disorder. The grade change of behavior disorder is shown in Figure 1.

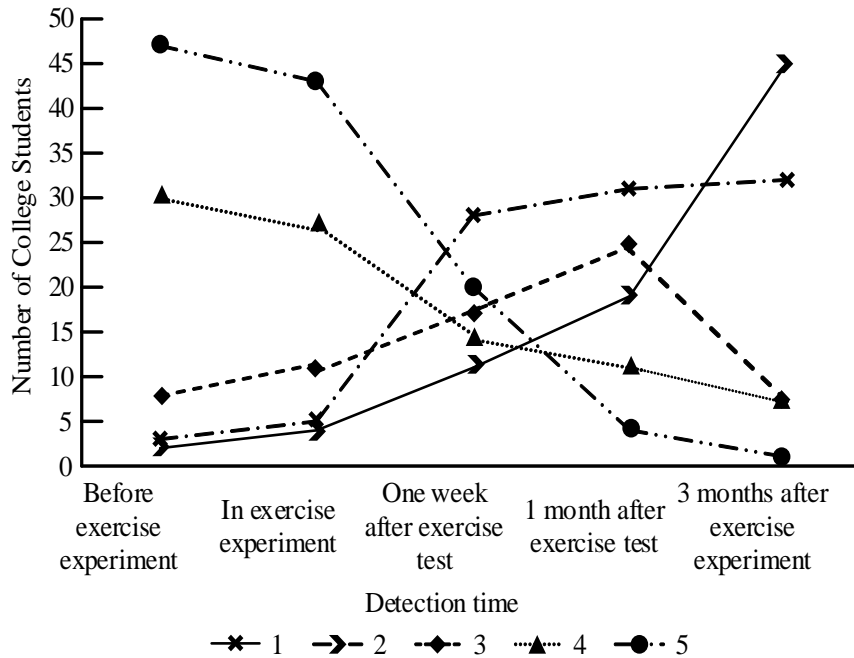


Figure 1. Comparison of the improvement of college students' behavior disorder

Conclusions: With the maturity of treatment theory and experience at home and abroad, football training is regarded as one of the measures to improve patients' behavior disorders. Exercise therapy can improve the blood circulation of the central nervous system and enhance the physical fitness of patients, and has achieved remarkable curative effect. As a collective project integrating comprehensiveness and wholeness, football is widely sought after all over the world. It is the world's largest sport. As an effective way for college students to improve their physical quality and enhance their physique, the development of football has an important positive impact on college students. Football training can not only significantly improve the level of college students' psychological disorders, but also effectively improve their physical and mental health.

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THE TRAINING MODE OF INNOVATIVE TALENTS IN THE CONSTRUCTION OF "DOUBLE FIRST CLASS" FROM THE PERSPECTIVE OF PSYCHOLOGY

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Background: Under the background of "mass entrepreneurship and innovation", the deployment and implementation of the national innovation-driven strategy have achieved good results, and put forward higher requirements for the cultivation of innovative talents. Since the reform and opening up, China has put forward relevant policies on innovation and entrepreneurship education, and carried out pilot work on entrepreneurship education in the stage of basic education, which has promoted the development of the education industry. Although over the years, innovation and entrepreneurship education has achieved

certain development results and showed a rapid development trend, due to its late start, it is still in the primary stage and has certain potential problems to be solved urgently. Compared with the education and training of professional knowledge and skills, the main purpose of innovation and entrepreneurship education is to enhance students' all-round development ability. At present, the innovation and entrepreneurship education courses carried out in colleges and universities often focus only on the relevant professional courses, but ignore the cultivation of students' psychological quality and comprehensive ability, which is difficult to significantly enhance their innovation consciousness and entrepreneurship ability. The innovative talent training mode of "double first-class" construction should abandon the disadvantages of traditional classroom teaching methods, and reform and optimize the examination method based on examination and the training means centered on knowledge indoctrination. The traditional talent training mode is lack of innovation and practicality, which mainly reflects the rigid teaching characteristics of the trinity of teachers, classrooms and teaching materials, and cannot effectively stimulate students' subjective initiative and self-efficacy in autonomous learning. The learning mode and learning effect of students in the learning process are closely related to their internal psychological characteristics. From the perspective of psychology, it can cultivate students' innovative consciousness and learning initiative, and help to ensure the application effect of innovative talent training mode under the construction of "double first-class".

Objective: After the issuance of relevant guiding policies such as several opinions on deepening system reform and accelerating the implementation of innovation-driven development strategy and opinions on several policies and measures to vigorously promote mass entrepreneurship and mass innovation, China has accelerated the improvement of entrepreneurship curriculum and the construction of entrepreneurship training system, it aims to bring entrepreneurship cultivation and entrepreneurship quality education into the national education system, so as to improve and optimize the training mode of innovative talents in the construction of "double first-class", and provide strong support for training more innovative talents. This study will focus on the psychological perspective, explore the learning behavior and psychological characteristics of college students in innovation and entrepreneurship education, and hope to put forward effective innovative talent training measures.

Research object and method: 120 college students were randomly selected from each of the four universities, a total of 480. The intervention experiment was carried out for all college students, the training mode of innovative talents was given, and the corresponding training effect was analyzed.

Research design: The duration of intervention was set to 4 months. For all college students, the innovative talent training model from the perspective of psychology was used for intervention. Before and after the intervention, the training effects of college students under different innovative talent training modes were collected and statistically analyzed.

Methods: Before and after the intervention experiment, the subjective initiative, self-efficacy, innovation consciousness and entrepreneurial ability of college students were evaluated. Five evaluation dimensions are set, from 0 to 4, representing extreme difference, poor, average, good and excellent respectively. Excel and SPSS23.0 were comprehensively utilized to analyze the evaluation data in detail.

Results: Before the intervention, the effect of innovation and entrepreneurship education of the tested college students was not ideal. The evaluation values in the four dimensions of subjective initiative, self-efficacy, innovation consciousness and entrepreneurial ability were low, which was in a very poor or poor evaluation level. After the intervention, the evaluation values of the tested college students in the four dimensions increased to 4, 5, 4 and 5 respectively, which showed that their subjective initiative, self-efficacy, innovation consciousness and entrepreneurial ability were significantly enhanced.

Table 1. Innovative talent training effect of college students before and after intervention

Evaluation time	Subjective initiative	Self-efficacy	Innovative consciousness	Entrepreneurial ability
Before intervention	1	1	0	1
After intervention	4	5	4	5

Conclusions: From the perspective of psychology, improving the traditional innovative talent training mode of "double first-class" construction can obtain better training results and significantly improve the subjective initiative, self-efficacy, innovation consciousness and entrepreneurial ability of college students. Compared with the traditional talent training mode, the innovative talent training mode of "double first-class" construction from the perspective of psychology can organically combine the national and school talent training plan with the personal growth and development of college students, so as to improve the innovation and entrepreneurship ability of college students and promote the realization of their self-worth.

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EVALUATION OF TEACHING INTERVENTION EFFECT ON ANXIETY DISORDER OF NAVIGATION MAINTENANCE STUDENTS

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Background: As an important guarantee of national security and the core embodiment of the level of economic and social development, the aviation industry has developed rapidly. In the field of aviation industry, the rapid development of general aviation occupies an important position. With the proposal of the 13th five-year plan, general aviation has become one of the six main objectives of civil aviation, which indicates that general aviation is ushering in a golden period of vigorous development. However, in this process, as an important supporting force for the safe operation of general aviation, navigation maintenance practitioners show the disadvantages of long-term shortage. The main reasons for the lack of navigation maintenance practitioners are the lack of profitability and difficult working environment of general aviation enterprises. At present, the shortage of professional maintenance personnel has become the main factor affecting the sound and rapid development of general aviation in China. Under the main influence of poor employment prospects, students majoring in navigation maintenance are prone to varying degrees of psychological problems, especially anxiety disorder. Anxiety is a very common negative emotion. It usually refers to a state of anxiety and fear in which one's self-esteem and self-confidence suffer setbacks due to failure to achieve goals or overcome the threat of obstacles, or an increased sense of failure and guilt. Anxiety disorder will have a certain negative impact on the individual's daily behavior and life enthusiasm, and exists in the individual for a long time as a negative emotion. The causes of anxiety disorder of navigation maintenance students have a certain diversity, including poor employment prospects, difficult working environment, poor matching between learning content and actual work needs, lack of practical resources and so on. The anxiety disorder of navigation maintenance students will have a great negative impact on students' learning initiative and mastery of knowledge and skills, resulting in the poor educational effect of navigation maintenance courses, and it is difficult to cultivate a large number of qualified high-quality navigation maintenance professionals.

Objective: In the process of the rapid development of general aviation in China, there are still some restrictive factors, including the small number of navigation maintenance personnel, the low level of engineering and technical ability of navigation maintenance personnel, and the lack of familiarity of navigation maintenance personnel with relevant laws and regulations. In the training of navigation maintenance professionals, students often have certain anxiety due to various factors. This study will take certain intervention measures to eliminate the anxiety of navigation maintenance students and ensure the teaching effect of navigation maintenance.

Research object and method: 126 students majoring in navigation maintenance were randomly selected from two civil aviation colleges to investigate their anxiety and mastery of professional knowledge. The relevant data of anxiety symptoms and mastery of professional knowledge were collected before and after the intervention to analyze the teaching intervention effect of anxiety disorder of navigation maintenance students.

Research design: This study is aimed at 126 students majoring in navigation maintenance, all of whom adopt the improved teaching mode of navigation maintenance professional knowledge. At different time points before and after the teaching intervention, the data related to the degree of anxiety and mastery of professional knowledge of the two groups of students were collected.

Methods: Self-rating Anxiety Scale (SAS) was used to count and analyze the anxiety level of navigation maintenance students before and after intervention. The self-made assessment scale for professional knowledge and practice of navigation maintenance was used to evaluate the mastery of professional knowledge and practical ability of all students. All data were collected by Excel software and SPSS24.0 software for calculation and analysis.

Results: According to the comparison of the average SAS score, the SAS score of the students remained at a high level before the intervention, indicating that they were accompanied by moderate anxiety symptoms. After the intervention, the average SAS score of students decreased significantly from 64.72 to 43.64, and there was no anxiety. In terms of the average score of navigation maintenance professional knowledge, the average score of professional knowledge of all the students tested has increased significantly, which shows that the improved teaching and training mode of navigation maintenance

professional knowledge has good application effect and can enhance students' mastery and practical ability of navigation maintenance professional knowledge. The comparison of students' professional knowledge of SAS and navigation maintenance before and after the intervention is shown in Figure 1.

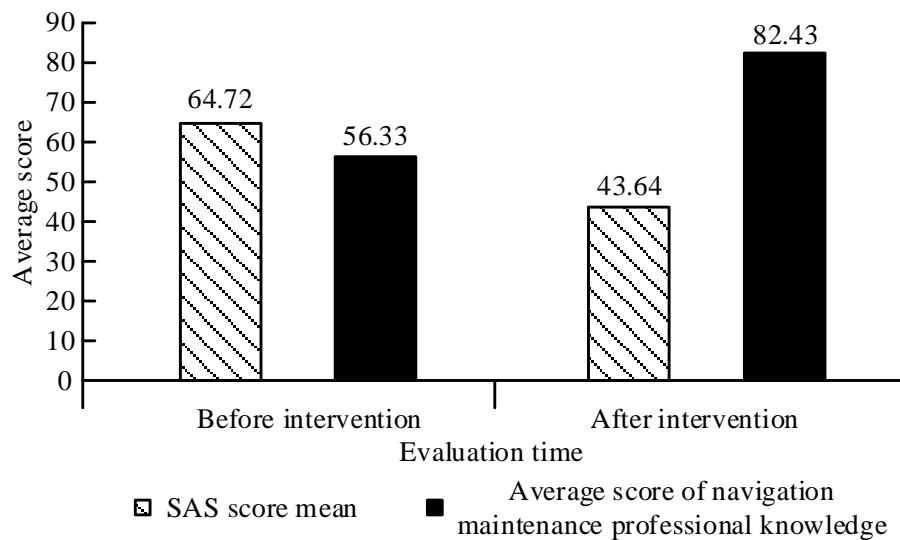


Figure 1. Evaluation results of anxiety and professional knowledge level

Conclusions: The optimization of the teaching and training mode of navigation maintenance professionals is helpful to improve students' anxiety, make them master the professional knowledge of navigation maintenance and have excellent practical operation ability. The improved teaching intervention effect of anxiety disorder of navigation maintenance students is good, which helps to expand the training scale of general aviation maintenance talents, and then promote the coordinated development of navigation maintenance industry.

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PERFORMANCE AND ADJUSTMENT STRATEGIES OF COLLEGE STUDENTS' ENGLISH LEARNING ANXIETY

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Background: In foreign language teaching activities in colleges and universities, there is a common phenomenon of foreign language learning anxiety. This phenomenon is a unique complex of self-perceived beliefs, emotions and behaviors that arises in the process of language learning and is closely related to classroom language learning. Among foreign language learning anxiety, the most common type is English learning anxiety. English learning anxiety is a specific situational anxiety derived from English classroom environment, which mainly presents psychological characteristics such as tension, anxiety or worry. The manifestations of English learning anxiety are mainly divided into three dimensions: communication anxiety, test anxiety and fear of negative evaluation. In the process of college students' English learning, once there is English learning anxiety, their learning motivation, achievement, self-esteem and self-confidence will be greatly negatively affected. Under the negative influence of English learning anxiety, college students usually show a variety of signs of external anxiety, including sweaty palms, memory loss, accelerated heartbeat and pulse, abdominal pain, voice tone change, stiff expression and so on. In severe cases, they even show autism, refuse to learn, refuse to communicate with English teachers or classmates and so on. Under the negative effect of English learning anxiety, some college students will have serious fear and negative thoughts on English course learning. In the long run, a single English learning anxiety will expand the scope of influence, turn into inner anxiety, and eventually suffer from serious mental illness. Serious psychological anxiety is mainly manifested in excessive anxiety about daily trivia and excessive worry or fear of future or uncertain events. Therefore, the negative impact of college students' English learning anxiety is very serious, which will not only hinder college students' daily learning, but also make it difficult

for them to live a normal life and maintain a positive mental health.

Objective: In view of the various manifestations of college students' English learning anxiety, corresponding solutions and adjustment strategies should be taken to improve their anxiety and eliminate the fear of English learning or negative evaluation. If college students' English learning anxiety is not adjusted, it will cause college students to fear all things related to English, and even cause great harm to their daily learning and life. This study will make an in-depth analysis of the various manifestations of college students' English learning anxiety, and put forward targeted, scientific and feasible adjustment strategies in order to alleviate college students' English learning anxiety.

Research objects and methods: 268 college students with English learning anxiety symptoms were randomly selected, and their anxiety performance and causes in the process of English learning were analyzed by means of evaluation and interview. To explore the improvement of college students' English learning anxiety under the positive influence of adjustment strategies.

Research design: The self-made English learning anxiety scale is mainly used in the evaluation. The scale has been modified and improved on the basis of the foreign language classroom learning anxiety scale. There are 10 questions, and each question contains 4 options, namely very disagree, disagree, agree and very agree. The scores of these four options are expressed by 1-4. The higher the score, the more serious the symptoms of English learning anxiety. Moreover, the Self-rating Anxiety Scale (SAS) is used to evaluate the level of college students' English learning anxiety. The higher the SAS score, the more serious their anxiety psychology is.

Methods: By means of evaluation and interview, this paper explores the main manifestations of college students' English learning anxiety, and puts forward the adjustment strategies of different anxiety manifestations. Application of Excel software and SPSS22.0 software to compare and analyze the scale scores of college students before and after adjustment.

Results: Table 1 shows the selection of college students for the English learning anxiety scale before and after adjustment. Before adjustment, most college students choose to agree or very agree, indicating that they have high scores on the scale and serious symptoms of English learning anxiety. After adjustment, most students tend to choose very disagree or disagree among 10 different topics, indicating that their scale score is significantly reduced, which shows that college students' English learning anxiety has been effectively alleviated after adopting corresponding adjustment strategies.

Table 1. Evaluation scores of college students' English learning anxiety scale before and after adjustment(n)

Subject	Before adjustment				After adjustment			
	Very disagree	Disagree	Agree	Totally agree	Very disagree	Disagree	Agree	Totally agree
A	17	31	141	79	56	145	45	22
B	23	27	147	71	64	156	29	19
C	15	26	135	92	59	153	40	16
D	19	29	137	83	67	149	31	21
E	20	25	129	94	65	161	22	20
F	18	31	150	69	63	158	29	18
G	21	32	144	71	58	152	40	18
H	21	34	136	77	69	157	25	17
I	11	16	143	98	64	153	32	19
J	19	24	145	80	67	162	18	21

Conclusions: College students' English learning anxiety will not only have a negative impact on their learning effectiveness, but also seriously endanger their daily life and interpersonal communication, and significantly reduce their learning ability and mental health level. The use of targeted conditional strategies can significantly improve college students' English learning anxiety.

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THE IMPACT OF HOUSEHOLD DEBT ON MACRO ECONOMY FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY – AN EMPIRICAL ANALYSIS BASED ON CHFS DATA

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Background: In the field of psychology, social psychology, as a main branch field, plays an important role in the study of the psychological phenomena of social individuals and groups. Different individuals and groups usually show different psychological and behavioral changes in society. Therefore, the main research objects of social psychology are divided into individual level and group level. Individual level includes individual socialization process and speech development, while group level covers group communication structure, racial prejudice and so on. As an academic concept, the research object of social psychology is social psychological phenomenon, which mainly refers to the psychological and behavioral changes in the process of interaction between individuals and groups in society. Analyzing problems from the perspective of social psychology can significantly enhance people's ability to understand themselves, make people's own behavior more reasonable and appropriate, and help to realize individual development or group development. The relationship between household debt and macro-economy can just be equivalent to the relationship between individuals and groups. China's economic and social development is in the stage of transforming from high-speed development to medium and high-speed development. Moreover, economic and social development is also in the digestion period of early stimulus policies and the painful period of structural adjustment. The three different types of development stages are superimposed on each other, which promotes the high-quality development of consumption to a certain extent, and then can promote economic vitality, the quality of economic development enhancing the resilience of economic development. The growth of household consumption is mainly due to the annual growth trend of household disposable income, and the concept of "ahead of consumption" is prevailing in the current society. Therefore, household debt continues to rise and its scale continues to increase. In the process of the continuous expansion of household debt, it can not only accelerate the development rate of macro-economy, but also produce a certain negative effect, which hinders the sustainable development of macro-economy. The main reason for this phenomenon is the expansion of household debt, which will gather debt risks to a certain extent, resulting in the gradual increase of loan overdue and default. From the perspective of social psychology, exploring the concept of individual and group is helpful to deeply understand the impact of family debt on macro-economy.

Objective: To realize the sustainable development of macro economy, it is very important to understand the situation of household debt and consumption power. When household debt increases to a certain scale, it will produce great debt risk and have a huge negative impact on the development of macro-economy. This study will explore the impact of family debt on macro-economy from the perspective of social psychology, in order to achieve the common development of individuals and groups through psychological related knowledge and empirical analysis, and achieve the purpose of sustained and high-quality growth of family economy and macro-economy.

Research objects and methods: Based on the development relationship theory of individual and group in social psychology, this study puts forward five indicators of the interaction between family debt and macro-economy as the main variables for empirical analysis. Taking the individual psychology in social psychology as the main research object, this paper explores its attitude towards the impact of family debt on macro-economy.

Research design: Select the commonly used indicators to measure investment, determine GDP, fixed asset investment, household consumption, public debt and household debt as five indicators, take them as the main variables and establish an analysis model. Then, the corresponding data of each index are obtained from relevant information sources such as China financial information network and national balance sheet research center, so as to analyze the impact of household debt on macro-economy. In addition, the influence of household debt on macro-economy is graded, and 1-4 respectively represent the influence considered by individual psychology.

Methods: Using Excel and SPSS22.0 makes statistics and analysis on the relevant data of five main variables.

Results: According to Table 1, the logarithmic mean value of GDP and fixed asset investment is significantly higher than that of the other three indicators, which shows that the average level of GDP and fixed asset investment is higher than that of household consumption, public debt and household debt. By observing the logarithmic standard deviation in Table 1, we can see that the volatility of fixed asset investment and household debt is large, and they are very vulnerable to external factors.

Table 2 shows the influence level judged in individual psychology. From the observation of Table 2, it can be seen that in individual psychology, the amount of family debt will have a certain impact on the macro-economy. More family debt will lead to the improvement of individual work motivation and the release of consumer demand. The influence of the two in individual psychology is 3 and 4 respectively.

Table 1. Descriptive statistical results of five main variables (logarithmic data)

Variable	Number of samples	Minimum value	Maximum Value	Mean value	Standard deviation
Gross domestic product	94	10.95	12.36	11.77	0.38
Investment in fixed assets	94	9.58	12.18	11.29	0.67
Resident consumption	94	9.94	11.54	10.83	0.47
Public debt	94	9.59	11.35	10.66	0.47
Household debt	94	9.26	11.70	10.58	0.70

Table 2. The influence of family debt and macro-economy on individuals from the perspective of social psychology

Comparison items	Less household debt		More household debt	
	Promoting macroeconomic development	Hindering macroeconomic development	Enhance work motivation	Release consumer demand
Effect	2	2	3	4

Conclusions: Household debt will have a certain impact on the macro economy, so households should enhance their awareness of household debt risk management and reasonably control debt by optimizing investment structure and controlling consumption expenditure. Banks and other financial institutions should accurately assess the solvency of residents, strengthen risk control and management, and ensure that the macro economy will not be greatly affected by household debt.

Acknowledgement: The research is supported by: The Natural Science Foundation of Inner Mongolia Autonomous Region Project “Research on the Measurement of Household Debt Burden and Long-lasting Risk Control Path of Herdsmen in Inner Mongolia Grassland Pastoral Area” (No. 2021MS07023).

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THE DEVELOPMENT HISTORY OF CHINESE TRADITIONAL FOLK MUSIC ALLEVIATES THE PSYCHOLOGICAL ANXIETY OF MIDDLE SCHOOL STUDENTS IN THE PROCESS OF MODERN MUSIC TEACHING

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Background: Chinese traditional folk music has a long history, has a long historical connotation and profound cultural heritage, and is one of the core contents of China’s traditional cultural system. The essence of Chinese traditional folk music is a music form with unique national form created under the inherent methods and forms; Moreover, Chinese traditional folk music integrates the unique characteristics and forms of the Chinese nation, transforms it into the essence of music, spreads through the ages and enjoys a good reputation at home and abroad. In the long river of historical development, the forms and types of Chinese traditional folk music have also been fully developed, which mainly includes five categories: opera music, rap music, folk instrumental music, folk songs and folk song and dance music. The five categories can be subdivided again. Taking opera music as an example, it also includes Sichuan Opera, Beijing opera, Yue opera, Henan Opera and other types. In addition, each different dynasty had its own unique traditional folk music forms at that time, including Song Ci, Yuan Qu, Ming and Qing operas, etc. In the process of modern music teaching, there are mainly some problems, such as the simplification of music curriculum, students’ lack of enthusiasm for music learning, outdated music teaching mode and so on. A variety of problems will have a great negative impact on students’ learning interest and learning effect, and even lead to students’ anxiety due to poor music performance and other reasons. Anxiety psychology refers to people’s emotional reflection caused by the serious deterioration trend of the value characteristics of real things or unknown things in the future. In other words, anxiety is a kind of negative psychological emotion generated by individuals for unknown or dangerous things, mainly including tension, worry, uneasiness, annoyance and so on. Anxiety is mainly divided into two types: realistic anxiety and pathological anxiety. The former refers to people’s basic emotional reflection in the process of adapting and solving problems, which will disappear with the disappearance of realistic threats or problems. The latter refers to anxiety without specific reasons, usually accompanied by obvious autonomic nerve dysfunction,

continuous subjective pain, impairment of social function and other symptoms. Students' anxiety psychology will have a great negative impact on their own learning and normal life. Integrating Chinese traditional folk music into the teaching process of modern music can improve the teaching effect of modern music to a certain extent. The impact on students' anxiety psychology remains to be explored.

Objective: The current teaching mode of modern music mainly focuses on western music and modern music, ignoring the cultural heritage and historical accumulation of traditional music. In the process of modern music teaching, there are often problems that deviate from the essence and culture of Chinese traditional folk music, which makes it difficult to inherit Chinese traditional music, and the potential cultural connotation in its development history is difficult to be absorbed and understood by students. The lack of cultural connotation in the process of modern music teaching can easily lead to students' psychological anxiety. This study will explore the causes of students' anxiety, and integrate the development history of Chinese traditional folk music into the teaching process of modern music, in order to explore its alleviating effect on students' psychological anxiety.

Research objects and methods: 184 music majors with psychological anxiety symptoms were randomly selected as the research object, given them a modern music teaching model integrating into the development history of Chinese traditional national music, and explored their performance and anxiety in the process of music teaching.

Research design: The study will be aimed at all the students to carry out modern music teaching integrated into the development history of Chinese traditional folk music. Before and after the experimental intervention, the effective acquisition of relevant data was completed by means of scale evaluation, and the changes of anxiety psychology of college students were compared and analyzed.

Methods: Self-rating Anxiety Scale (SAS) was set up to make all the students self evaluate the anxiety level before and after the intervention. SPSS22.0 and Excel software were used for statistical analysis of data, and $P < 0.05$ was used as the basis for comparing the difference with statistical significance.

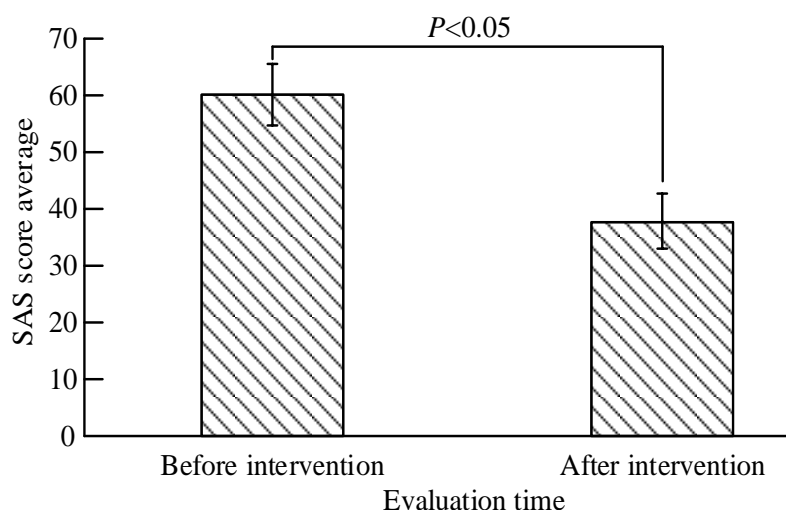


Figure 1. Comparison of SAS scores of students before and after intervention

Results: The changes of students' psychological anxiety under the intervention of improved music teaching mode are shown in Figure 1. It can be seen from Figure 1 that before the intervention, the average SAS score of the tested students was high, indicating that they were accompanied by moderate anxiety. After the intervention, the average SAS score of all students decreased significantly to less than 40, indicating that they were no longer accompanied by anxiety, and the difference was statistically significant compared with that before the intervention ($P < 0.05$). This verifies the effectiveness of the music teaching model accepted by students. Integrating the development history of Chinese traditional folk music into modern music teaching can significantly reduce the SAS score of students in the group and alleviate their anxiety symptoms.

Conclusions: In the process of modern music teaching, adding the teaching of Chinese traditional national music and its development history can significantly enhance students' interest and initiative in music learning and improve their effectiveness in music learning. Moreover, the integration of Chinese traditional folk music into modern music teaching can also effectively reduce students' SAS score and significantly alleviate their anxiety.

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EXPLORATION ON INNOVATIVE EDUCATION OF BUSINESS ADMINISTRATION SPECIALTY UNDER THE BACKGROUND OF COGNITIVE IMPAIRMENT

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Background: Cognition refers to the process in which the human brain processes information intelligently to obtain corresponding theoretical knowledge or applied knowledge when receiving various external information. In the whole process of cognition, it will involve learning, memory, emotion, language, execution, thinking, understanding and other complex social behaviors and activities. When the human cerebral cortex is damaged due to various factors, the brain's intelligent processing process will be affected and limited to some extent, resulting in abnormal or damaged cognitive function, and finally leading to cognitive impairment. Cognitive impairment mainly includes three types: perceptual impairment, memory impairment and thinking impairment. The causes are significantly diverse. In addition to organic diseases, mental disorders such as neurasthenia, obsessive-compulsive disorder, mental classification, bipolar disorder, paranoid or reactive psychosis will lead to cognitive impairment. The main manifestations of patients with cognitive impairment are learning and memory impairment, aphasia, agnosia, loss of use, dementia and so on. It not only has a huge negative impact on their normal learning and life, but also a heavy burden on others and society. Under the background of "Internet plus", business management has been well developed. As a discipline with strong practice and wide application, business management specialty occupies an important position in higher education. With the proposal of the concept of "mass entrepreneurship and innovation", China has also accelerated the strategic deployment of innovation and entrepreneurship education. However, at present, the smooth development of innovation education of business administration specialty is restricted and hindered by some factors, mainly including four influencing factors: the lack of soundness of innovation and entrepreneurship system, weak teachers, urgent improvement of curriculum system and too single teaching mode. Under the background of cognitive impairment and the perspective of psychology, analyzing students' psychological characteristics and organically combining business administration with innovation education can effectively alleviate students' cognitive impairment and maximally eliminate the negative impact of cognitive impairment on innovation education of business administration.

Objective: In order to comply with the trend of teaching reform, the current teaching management system of industrial and commercial enterprise management has carried out the optimization of diversified education modes, and continuously improved and improved the innovative education system, in order to determine the scientific direction of talent training. Based on the background of cognitive impairment and the perspective of psychology, the research will explore the innovative education model of business administration, in order to alleviate the symptoms of students' cognitive impairment and ensure the teaching effect of innovative education of business administration.

Research objects and methods: This study will take 172 students with cognitive impairment majoring in business administration as the research object, carry out innovative education of business administration major, collect corresponding education effect data before and after education intervention for comparative analysis, and explore the improvement of students under the background of cognitive impairment under the innovative education of business administration major.

Research design: 172 students with cognitive impairment were given innovative education in business administration, mainly in four different ways. One is to actively carry out various forms of innovation and entrepreneurship competition, which is designated as A. Second, to build a high-level teacher team and enhance the reserve of teachers, this method is B. The third is to change the teaching mode and method, which is set as C. The fourth is to strengthen the cooperation between schools and enterprises, which is set as D.

Methods: After the intervention, the students' satisfaction with the implementation of innovative education in business administration was analyzed, and the choice of five dimensions was set, including extremely dissatisfied, dissatisfied, general, satisfied and extremely satisfied. All the data obtained are SPSS23.0 and Excel software for analysis.

Results: According to Table 1, after the implementation of innovative education in business administration, 172 students with cognitive impairment had good evaluation results on the satisfaction of different innovative education implementation paths. Very few students were extremely dissatisfied and dissatisfied, and most students focused on general, satisfied and extremely satisfied. Comparing the

number of people satisfied with the four education methods, we can see that mode a and mode C have the highest satisfaction, as shown in Table 1.

Table 1. Satisfaction of students with cognitive impairment majoring in business administration with the implementation path of innovation education

	Extremely dissatisfied	Dissatisfied	Commonly	Satisfied	Extremely satisfied
A	0	4	9	94	65
B	0	17	48	64	43
C	0	2	11	102	57
D	2	13	75	51	31

Conclusions: Under the background of cognitive impairment, the most effective way to explore the path of innovative education of business administration major is to actively carry out various forms of innovative and entrepreneurial competition activities and change teaching modes and methods. These two methods can effectively alleviate the symptoms of students' cognitive impairment and ensure that students can achieve better learning results in innovative education of business administration major, realize their all-round personal development.

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INTERMODULATION INTERFERENCE OF VHF WIRELESS COMMUNICATION SYSTEM UNDER COGNITIVE IMPAIRMENT

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Background: With the rapid development of China's civil aviation industry, people's mode of transportation has become more convenient and faster, making people's daily travel and long-distance tourism more and more convenient. However, with the planning, construction and operation of a large number of airports, the difficulty of aviation safety management is increasing, and aviation safety has been affected to a certain extent. The main reason for this phenomenon is the application of communication equipment and its system. Communication equipment has an important impact on the long-term development of aviation industry. If the communication equipment fails or operates abnormally, it will cause great harm to the flight safety of aircraft. In aviation control, it is necessary to strictly supervise the high-frequency ground to air communication to ensure the normal operation of the communication system. In recent years, wireless communication technology has been continuously applied and popularized, and has become one of the mainstream communication technologies. Under this background, various wireless communication signals are increasing day by day, which has caused varying degrees of interference to VHF ground to air communication in civil aviation communication system, seriously threatening the flight safety of aircraft and the safety and stability of VHF Wireless communication system, it is an urgent problem to be solved at present. Eliminating the signal interference of VHF Wireless communication system can effectively ensure the flight safety of civil aircraft on the other hand. Based on this, effective measures must be taken for VHF Wireless communication system to solve the problem of communication interference, so as to ensure the flight safety of aircraft, promote the further development of China's civil aviation and improve the construction level of China's transportation. Cognitive impairment is a disease with impaired high-level neurological response in the cerebral cortex. Any factor that may lead to chronic damage to the structure or function of the cerebral cortex can lead to individual cognitive impairment. In the high-voltage working environment of intermodulation interference of VHF Wireless communication system, or when social status and economic living conditions are negatively affected, wireless communication personnel are prone to certain negative psychological emotions, resulting in cognitive impairment. From the perspective of cognitive impairment, this paper analyzes the cognitive impairment and working state of wireless communication personnel based on the theory of cognitive psychology, and on this basis, explores the influence of intermodulation interference of VHF Wireless communication system, and puts forward effective measures to alleviate the cognitive impairment of wireless communication personnel, so as to improve the reliability of VHF communication system.

Objective: The normal operation of communication system determines aviation safety, so communication plays a vital role in the development of aviation industry. Once the communication

equipment fails or is abnormal, which makes it difficult to carry out normal communication work, it will immediately act on the aircraft and have an irreparable negative impact on its flight safety. In the air control work of civil aviation, the core content of the work is to strictly control the quality of high-frequency ground to air communication, explore the intermodulation interference of VHF Wireless communication system, and put forward some solutions to ensure the normal operation of communication.

Research objects and methods: Based on cognitive psychology and VHF Wireless communication technology, four reliability improvement measures are proposed to ensure the safety and stability of VHF communication system. Under the background of cognitive impairment, this paper explores the attitude and practical results of wireless communication personnel towards promotion measures.

Research design: The positive effects of different communication system improvement measures on the elimination of intermodulation interference are classified into five levels, expressed by 0-4. The influence is positively correlated with the number.

Methods: The study will use Excel and SPSS19.0 to count and analyze the attitudes of wireless communication personnel towards four improvement measures under cognitive impairment, that is, the positive influence of improvement measures on eliminating intermodulation interference.

Results: Among the four measures to improve the operation of wireless communication system, the positive influence of building remote backup, building communication trunk line and reducing the number of signal transmission nodes was 4. The influence of using different facilities for business acceptance is slightly lower, which is 3.

Table 1. Evaluation results of positive influence of promotion measures on eliminating intermodulation interference under cognitive impairment

Promotion measures	Effect
Build offsite backup	4
Construction of communication trunk line	4
Use different facilities for business acceptance	3
Reduce the number of signal transmission nodes	4

Conclusions: Although the VHF communication system is becoming more and more perfect and its communication quality has been improved, there are still some omissions in the actual operation process. It is necessary to strengthen technical research, optimize its anti-interference ability and ensure the stability of the operation of the communication system. On the whole, the four wireless communication system operation improvement measures proposed under cognitive impairment have a good impact, which can effectively eliminate intermodulation interference.

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TOURISTS' PERCEPTION DIFFERENCE OF TOURISM HOME STAY PROJECTION IMAGE BASED ON MOBILE SOCIAL NETWORK INTERACTION FROM THE PERSPECTIVE OF CONSUMER PSYCHOLOGY

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Background: As an important branch of psychology, consumer psychology plays an important role in the application of psychology. Its main research object is the psychological phenomenon and behavior law of consumers in consumer activities. Consumer psychology is a new subject. Its research purpose is to explore the laws of people's psychological activities and personality psychological characteristics in the process of life and consumption. The learning content of consumer psychology covers a wide range, including the process of consumers' psychological activities, consumers' individual psychological characteristics, psychological factors affecting consumers' behavior, the impact of social environment on consumer psychology, consumer psychology and consumer behavior of consumer groups, consumer state and consumer psychology, commodity factors and consumer psychology, marketing communication and consumer psychology, etc. Consumer psychology is the core component of consumer economics. Accurate analysis of consumer psychology can improve consumption efficiency and business efficiency at the same time. Consumer psychology refers to what people think when they are consumers. Consumer behavior refers to the consumption needs of people as consumers for goods or services and the activities that transfer goods or

services from the market to consumers from the perspective of market circulation. Any kind of consumption activity includes both consumers' psychological activities and consumers' consumption behavior. Accurately grasping the psychological activities of consumers is the premise of accurately understanding consumer behavior.

China's tourism development has gradually changed from resource orientation, market orientation and product orientation to image orientation. The quality of tourism image has become a major reason for tourists to go to tourism destinations. With the popularity of smart phones, the advent of 4G network era and the advent of 5g network, people spend more and more time on the network. Major social applications contain a large number of travel logs and photos, shaping a diversified image of tourism destinations, which has a significant impact on tourists' travel behavior decision-making. Travel plans based on mobile social network interaction are increasingly sought after by people. From the perspective of consumer psychology, the projected image of tourism home stay based on mobile social network interaction is often different from the actual perception of tourists, and the relationship between them remains to be studied.

Objective: Driven by the increasing diversification of tourism demand, tourism home stay has become the most popular innovative model at present. Especially in recent years, with the support of relevant national policies, various types and styles of tourism home stay came into being. However, in the process of construction, it is still unknown whether the tourist home stay is really consistent with the pictures in social media. There are some differences between the projected image of the tourist home stay based on the interaction of mobile social networks and the image actually perceived by tourists. The construction of tourist B & B should face up to the deviation and constantly adjust and improve the decoration scheme, so that the B & B in social media is the same as that in reality.

Research objects and methods: 86 tourists were randomly selected in the social network, and the corresponding tourism home stay questionnaire was issued to explore the tourists' perception differences of the projection image of tourism home stay based on the interaction of mobile social network, and analyze the tourists' satisfaction with the home stay they have lived in from the perspective of consumer psychology.

Research design: The questionnaire was collected immediately after the 15-minute questionnaire filling time. 86 questionnaires were distributed and 83 were successfully recovered. The effective recovery rate of the questionnaire was 96.51%.

Methods: The satisfaction of tourists was counted and analyzed by Excel software and SPSS22.0 software. The satisfaction index has five different dimensions: very dissatisfied, dissatisfied, average, satisfied and very satisfied.

Results: According to Table 1, driven by the psychology of seeking beauty and conformity of consumer psychology, tourists will choose tourist accommodation in social network media. However, there are often great differences between the projected image of tourist accommodation based on mobile social network interaction and the tourism image actually perceived by tourists. Only 11 tourists chose to be satisfied or very satisfied, and a total of 45 tourists chose to be very dissatisfied or dissatisfied.

Table 1. Survey results of tourist's satisfaction with tourist accommodation

Degree of satisfaction	Very dissatisfied	Dissatisfied	Commonly	Satisfied	Very satisfied
Number of people	11	34	27	9	2

Conclusions: From the perspective of consumer psychology, there are great differences in tourists' perception of the projection image of tourism home stay based on the interaction of mobile social networks, and most tourists of tourism home stay are dissatisfied. The main reasons for this phenomenon are the psychology of seeking beauty, comparison and conformity in consumer psychology, which makes tourists easily attracted by the tourism home stay in the interaction of mobile social network.

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THE INFLUENCE OF COLLEGE STUDENTS' EDUCATIONAL MANAGEMENT ON ALLEVIATING COLLEGE STUDENTS' PSYCHOLOGICAL ANXIETY IN THE NETWORK ERA

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Background: Colleges and universities are the dividing point between students' campus career and social life. In colleges and universities, the learning environment, interpersonal relationship and teaching mode are different from those in the past. Some students can't adapt to these changes, resulting in mental health problems and anxiety disorders. Anxiety is a kind of negative emotion caused by the inconsistency between expectation and reality, or uneasiness, fear and anxiety about the future. When this emotion is excessive, or the backlog time is too long, it will lead to students suffering from psychological diseases and affect students' physical and mental health. Many experts have pointed out that moderate anxiety can help students set goals, study harder and improve learning efficiency. However, if anxiety is excessive, it will affect the physiological function of some organs of students, thus reducing the quality of life of students, affecting students' normal life and learning, and even making students have negative psychology such as learning weariness and world weariness. Therefore, finding an effective way to alleviate college students' psychological anxiety is of great significance to the future development of college students.

Since the 20th century, with the rapid development of computer technology and Internet technology, the network has gradually integrated into all walks of life and played an important role. At the same time, it also marks that China has entered the network era. The network era provides new modes and ways for the education industry, such as distance teaching, online teaching, online class teaching and so on. In addition to the new teaching mode, the network era also provides a driving force for the innovation of school education management mode. Colleges and universities are the main venues for cultivating higher talents for the society. Therefore, the educational management of colleges and universities has attracted the attention of people from all walks of life. Educational management refers to the activity process that school managers provide organization and coordination of educational teams, so as to maximize the information role of educational human resources, educational capital and educational material resources, and make use of the internal favorable conditions of education to realize the efficient educational management of students. The application of network not only improves the efficiency of college students' education and management, but also becomes an important means to alleviate students' anxiety. However, there are some defects in the education management under the background of the network age, and the alleviating effect on college students' psychological anxiety is not ideal, which needs to be further improved. School psychology is a kind of applied psychology and the application of psychology in school education practice. The main research content of school psychology is to scientifically and reasonably evaluate the students' mental health level and the school's psychological education level, improve the education mode according to the evaluation results, and carry out psychological intervention on students. Therefore, combined with school psychology, the research improves the education management under the background of the network era, hoping to find an effective way to alleviate college students' psychological anxiety and transport high-quality and high-level talents for the society.

Objective: In colleges and universities, the learning environment, interpersonal relationship and teaching mode are different from those in the past. Therefore, some students have problems in their mental health and suffer from anxiety disorder. Anxiety will affect students' normal life and study. Therefore, finding an effective way to alleviate college students' psychological anxiety is of great significance to the future development of college students. The application of network not only improves the efficiency of college students' education and management, but also becomes an important means to alleviate students' anxiety. However, there are some defects in the education and management under the background of the network era, and the alleviating effect on college students' psychological anxiety is not ideal. Combined with school psychology, the research improves the education management under the background of the network era, hoping to find an effective way to alleviate college students' psychological anxiety and transport high-quality and high-level talents for the society.

Research objects and methods: 80 students with different degrees of anxiety were selected by random sampling in five colleges and universities, including 43 boys and 37 girls. Self-rating Anxiety Scale (SAS) and Self-rating Depression Scale (SDS) were used to evaluate the degree of psychological anxiety of students.

Research design: 80 students were randomly divided into research group and control group with 40 people in each group. Among them, the students in the research group used the improved model based on school psychology to carry out educational management. The control group used the traditional model for education management. After 3 months, the degree of psychological anxiety of the two groups of students was compared.

Methods: The relevant data were processed and analyzed by software SPSS22.0.

Results: After 3 months of education management, the anxiety level of students in the study group decreased significantly compared with that before education management ($P < 0.05$). The anxiety level of students in the study group was significantly lower than that of students in the control group ($P < 0.05$), as shown in Figure 1.

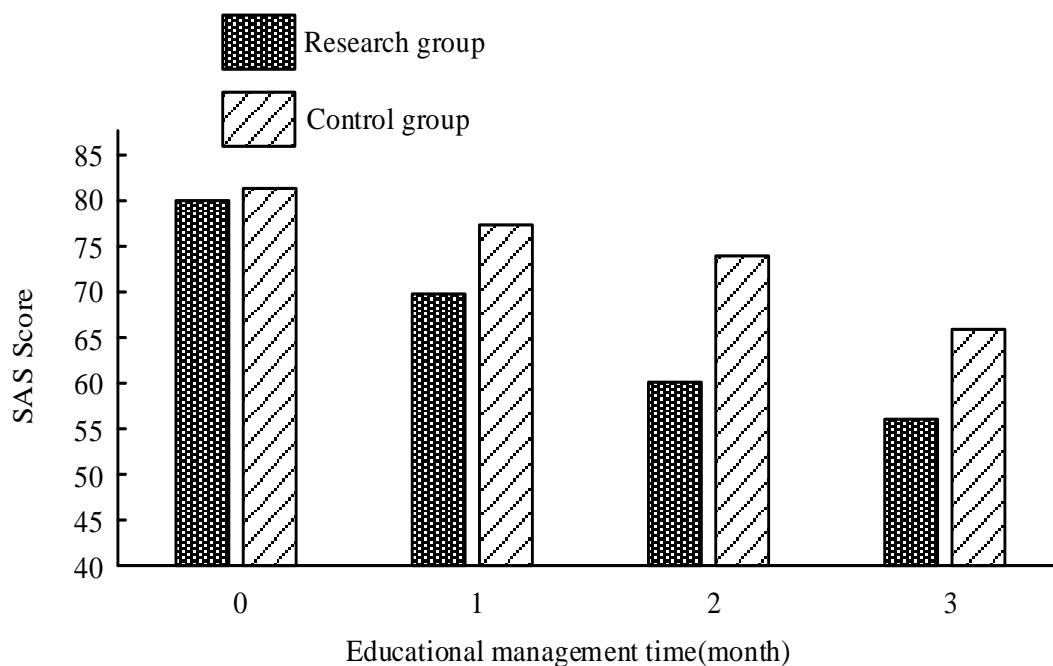


Figure 1. Anxiety changes of two groups of students

Conclusions: Colleges and universities are the dividing point between students' campus career and social life. In colleges and universities, the learning environment, interpersonal relationship and teaching mode are different from those in the past. Some students can't adapt to these changes, resulting in mental health problems and anxiety disorders. The application of network not only improves the efficiency of college students' education and management, but also becomes an important means to alleviate students' anxiety. However, there are some defects in the education management under the background of the network age, and the alleviating effect on college students' psychological anxiety is not ideal, which needs to be further improved. Combined with school psychology, this study improves the educational management under the background of the network era. The results showed that after 3 months of education management, the anxiety level of students in the study group decreased significantly compared with that before education management ($P < 0.05$). The anxiety level of students in the study group was significantly lower than that of students in the control group ($P < 0.05$). Therefore, based on school psychology, improving the education management under the background of the network era can effectively alleviate the psychological anxiety of college students and transport high-quality and high-level talents for the society.

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EXPLORATION AND REFLECTION ON COLLEGE ENGLISH INFORMATION TEACHING PRACTICE UNDER COGNITIVE IMPAIRMENT

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Background: Cognition refers to the brain's intelligent processing of acquired information and skills. In the process of cognition, it will involve a series of complex social behaviors and activities such as learning, memory, emotion, thinking and so on. When the human cerebral cortex is damaged by various factors, the brain's intelligent processing process will be limited and abnormal, which will lead to cognitive impairment. The clinical manifestations of cognitive impairment are mainly divided into three aspects: perception impairment, memory impairment and thinking impairment. Sensory impairment includes sensory retardation, sensory allergy, sensory deprivation, sensory deterioration, internal discomfort, pathological illusion, etc. Memory impairment mainly refers to memory errors or defects, as well as strong memory and other symptoms. Thinking obstacles mainly include thinking logic obstacles, delusions, association process obstacles, abstract generalization process obstacles and so on. Under the negative influence of different

symptoms of cognitive impairment, patients' learning, memory and quality of life will be reduced. If college students are accompanied by cognitive impairment, their daily activities such as learning and life will be hindered, which will not only restrict the improvement of college students' English learning level and all-round development ability, but also have a great negative impact on the harmonious development of society.

With the accelerating process of globalization, colleges and universities pay more and more attention to English curriculum teaching. The teaching quality and efficiency of English curriculum in colleges and universities directly affect the training progress of English talents. In this context, many scholars have deeply studied the college English teaching model, hoping to find a new breakthrough for the college English teaching model, and promote the improvement of college students' English level on the basis of improving the teaching quality and efficiency of college English courses. The rapid development of computer technology and Internet technology has had a great impact on all walks of life, including the education industry. The information-based teaching mode has become the mainstream at present. As one of the main courses in colleges and universities, the teaching of English courses in colleges and universities has basically realized informatization. However, there are still many defects in college English information teaching, such as teachers' teaching ability is slightly insufficient. The informatization hardware facilities of English informatization teaching in colleges and universities are not perfect. The information-based teaching environment needs to be optimized. For various reasons, the current information-based English Teaching in colleges and universities is not ideal, and the English performance of some students is difficult to be improved, resulting in excessive anxiety and cognitive impairment to varying degrees. In order to alleviate the cognitive obstacles of college students, it is imperative to effectively improve the college English information teaching model.

Objective: Due to various reasons, there are still many defects in college English information teaching, so its teaching effect is not ideal. The learning, memory and life of students with cognitive impairment will be affected, which makes it difficult to improve their English learning level. This study analyzes students' psychology and improves college English information teaching according to their different manifestations of cognitive impairment, in order to improve college English teaching efficiency, alleviate students' anxiety in English learning, and then treat students' cognitive impairment.

Research object and method: 60 students with cognitive impairment were randomly selected from 8 colleges and universities. The students came from different majors, aged 18-22 years, including 32 males and 18 females. Self-rating Anxiety Scale (SAS) and Self-rating Depression Scale (SDS) were used to evaluate students' emotional state; The cognitive impairment of patients was evaluated by the concise Mini-mental State Examination (MMSE), the Mental Health (MH), and 36-Item Short Form Health Survey questionnaire (SF-36).

Research design: The students were randomly divided into study group and control group, with 30 people in each group. Among them, the students in the research group adopted the improved college English information-based teaching model based on cognitive impairment analysis. The students in the control group accepted the traditional college English information teaching model. After 3 months of teaching, the degree of cognitive impairment and emotional state of the two groups of students were compared.

Methods: Using Excel software and SPSS22.0 software to process and analyze relevant data.

Results: There was no significant difference in MMSE score between the two groups before teaching ($P > 0.05$). After teaching, the MMSE scores of patients in both groups increased significantly ($P < 0.05$), and the MMSE scores of patients in the study group were significantly higher than those in the control group ($P < 0.05$), as shown in Table 1.

Table 1. MMSE scores of patients in both groups

Timing	MMSE Score		<i>t</i>	<i>P</i>
	Research group	Control group		
Before teaching	14.3±5.2	14.9±4.7	0.162	0.733
After teaching	24.8±1.9	17.6±3.5	6.451	0.024
<i>t</i>	8.275	1.214	-	-
<i>P</i>	0.001	0.142	-	-

Conclusions: Analyzing the symptoms of students with cognitive impairment, and putting forward the corresponding improvement of English information teaching mode can effectively improve the mental health level of college students, improve their cognitive impairment, and then improve their English learning efficiency and level.

Acknowledgement: The research is supported by: Henan Higher Education Teaching Reform Research

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PRAGMATIC FAILURE IN CROSS-CULTURAL COMMUNICATION UNDER THE BARRIER OF THINKING LOGIC

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Background: With the acceleration of internationalization, cultural and economic exchanges among countries are becoming more and more in-depth, and cross-cultural communication is becoming more and more frequent. In cross-cultural communication, due to the differences in cultural background, living habits and education, there are some differences in the understanding of the same thing and information between the two sides of cross-cultural communication, which leads to pragmatic failure in cross-cultural communication. Pragmatic failure can only be reflected in the language itself. It refers to the pragmatic failure caused by the speaker applying a word or sentence structure in his mother tongue to the target language, so that he cannot accurately express his thoughts and emotions. After summarizing the pragmatic failure, British scholars believe that the reason for pragmatic failure is the wrong cognition of the pragmatic meaning of dialogue. There are many factors leading to pragmatic failure, which can be roughly divided into surface cultural transfer and deep cultural transfer. Pragmatic failure and non-pragmatic failure are divided into three types: pragmatic failure and non-pragmatic failure. Pragmatic failure will lead to the misinterpretation of the language expression of both sides in cross-cultural communication, resulting in misunderstanding and unnecessary conflict and misunderstanding. In addition, pragmatic failure will also attack users' self-confidence, cause negative emotions such as anxiety, embarrassment and regret, and then lead to thinking logic obstacles, which will seriously affect daily life, work and study.

Thinking logic barrier refers to the phenomenon that individuals violate the form and law of logical thinking when thinking and processing something by using thinking modes such as concept, judgment and reasoning. Patients with thinking logic disorder have defects in social function or individual development, which will greatly affect their normal integration into society, not conducive to the harmonious development of society, but also greatly affect their daily life, study and work. Therefore, finding an appropriate method to reduce pragmatic failures in cross-cultural communication and avoid the thinking logic obstacles of cross-cultural communicators is of great significance to the harmonious development of society and the economic and cultural exchanges between China and other countries. Cognitive psychology is a branch of psychology that began to rise in 1950. It mainly studies human advanced psychological processes, such as attention, perception and so on. The focus of cognitive reasoning is to use the cognitive orientation and reasoning mode. Therefore, based on cognitive psychology, this study analyzes the self-cognition of cross-cultural communicators, and puts forward some strategies to avoid pragmatic failure in cross-cultural communication, so as to alleviate the thinking logic obstacles of cross-cultural communication and promote the cultural and economic exchanges between China and other countries.

Objective: Pragmatic failure often occurs in cross-cultural communication due to various reasons. Pragmatic failure will also attack users' self-confidence, cause negative emotions such as anxiety, embarrassment and regret, and then lead to thinking logic obstacles, which will seriously affect daily life, work and study. Therefore, based on cognitive psychology, this study analyzes the self-cognition of cross-cultural communicators, and puts forward some strategies to avoid pragmatic failure in cross-cultural communication, so as to achieve the goal of avoiding the thinking logic barrier of cross-cultural communication.

Research objects and methods: In eight universities, 80 students with thinking logic barriers were selected from foreign language majors as the research objects. Using the thinking disorder and social function in the Diagnostic Scale for Mental Disorders (DSMD), a Mental Disorder Assessment Scale (MDAS) was developed to evaluate the degree of students' thinking logic disorder.

Research design: 80 students were randomly divided into study group and control group, with 40 students in each group. Among them, the students in the research group use the strategy based on cognitive psychology to carry out cross-cultural communication. The students in the control group used the traditional way of cross-cultural communication. After 3 weeks, the degree of thinking logic disorder and the frequency of pragmatic failure were compared between the two groups.

Methods: Using Excel software and SPSS22.0 software to process and analyze relevant data.

Results: The students were investigated and counted after two weeks. The statistical results showed that the number of daily language errors of the students in the study group decreased significantly compared with that two weeks ago ($P < 0.05$), and was significantly lower than that of the students in the control group ($P < 0.05$), as shown in Figure 1.

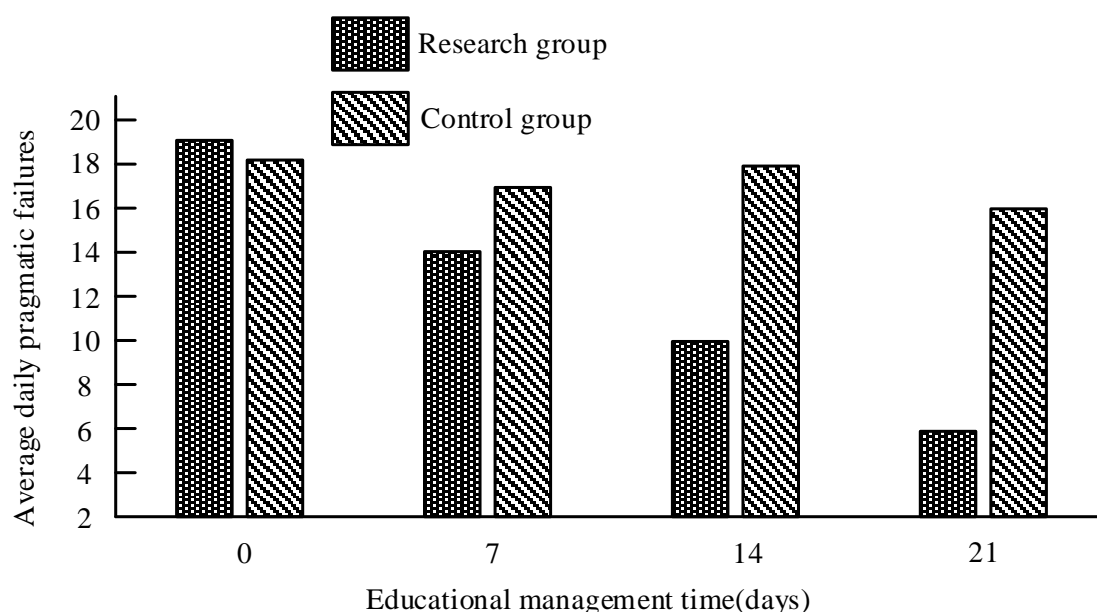


Figure 1. The daily average number of pragmatic failures of the two groups of students

Conclusions: With the acceleration of internationalization, cultural and economic exchanges among countries are becoming more and more in-depth, and cross-cultural communication is becoming more and more frequent. In cross-cultural communication, due to the differences in cultural background, living habits and education, there are some differences in the understanding of the same thing and information between the two sides of cross-cultural communication, resulting in pragmatic failure in cross-cultural communication. Pragmatic failure will attack the user's self-confidence and lead to the obstacle of thinking logic. Based on cognitive psychology, this study analyzes the self-cognition of cross-cultural communicators, and puts forward some strategies to avoid pragmatic failure in cross-cultural communication. The results showed that the number of daily language errors of the students in the study group decreased significantly compared with two weeks ago ($P < 0.05$), and was significantly lower than that of the students in the control group ($P < 0.05$). Therefore, the strategies proposed in this study can alleviate and avoid the logical barriers of thinking in cross-cultural communication and maximize the negative effects of pragmatic failure.

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APPLICATION OF NEW DRUG PREPARATION TECHNOLOGY IN THE MODERNIZATION OF TRADITIONAL CHINESE MEDICINE PREPARATION UNDER THE BACKGROUND OF COGNITIVE IMPAIRMENT

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Background: Traditional Chinese medicine refers to the medicine for treatment made under the guidance of traditional Chinese medicine theory. The production process of traditional Chinese medicine preparation is relatively complex and the production efficiency is relatively low, which leads to some staff members having negative emotions such as anxiety and depression, which leads to staff suffering from cognitive impairment. Cognition refers to the process that the brain processes the acquired information and skills intelligently. In the process of cognition, it will involve a series of complex social behaviors and

activities such as learning, memory, emotion, thinking and so on. When the human cerebral cortex is damaged by various factors, the brain's intelligent processing process will be limited and abnormal, which will lead to cognitive impairment. The learning, memory and life of patients with cognitive impairment will be affected, which reduces the quality of life of patients and is not conducive to the harmonious development of society. Therefore, finding appropriate methods to treat cognitive impairment is of great significance to patients themselves and social development. Therefore, many experts have carried out in-depth research on cognitive impairment.

Cognitive psychology is an important school of contemporary psychological research. It explains how people deal with information in cognitive activities. The basic principles of cognitive psychology mainly include five points: emphasizing the structural and organizational principles in the process of cognition; Emphasize the internal process, that is, the processing of symbol information. Emphasize the driving role of ideas. Emphasize the role of cognitive feedback. Emphasize the individual differences of cognitive style. Combined with the theory of cognitive psychology, the study deeply analyzed the causes of cognitive impairment of staff, and found that there was a strong correlation between the production efficiency of traditional Chinese medicine preparations and the prevalence of cognitive impairment of staff. Therefore, based on cognitive psychology, the research applies the new technology of pharmaceutical preparation to the modernization of traditional Chinese medicine preparation, and puts forward the corresponding measures. The new technology of pharmaceutical preparation includes solid dispersion technology, micro encapsulation technology, liposome technology, transdermal technology and film coating technology. When it is applied to the production of traditional Chinese medicine preparation, it can effectively improve the production efficiency of traditional Chinese medicine, reduce the complexity of traditional Chinese medicine preparation, and then alleviate the negative emotions of staff such as anxiety and depression, Treat cognitive impairment of staff.

Objective: The production process of traditional Chinese medicine preparation is relatively complex and the production efficiency is relatively low, which leads to some staff members' negative emotions such as anxiety and depression, and then leads to staff members suffering from cognitive impairment. Cognitive impairment reduces the quality of life of patients and is not conducive to the harmonious development of society. Therefore, finding appropriate methods to treat cognitive impairment is of great significance to patients themselves and social development. Based on cognitive psychology, the research applies the new technology of pharmaceutical preparation to the modernization of traditional Chinese medicine preparation, and puts forward corresponding measures to effectively improve the production efficiency of traditional Chinese medicine, reduce the complexity of traditional Chinese medicine preparation, so as to alleviate the negative emotions such as anxiety and depression of staff, and treat the cognitive impairment of staff.

Research objects and methods: In a traditional Chinese medicine preparation enterprise, 60 patients with cognitive impairment were selected as the research objects. Self-rating Anxiety Scale (SAS) and Self-rating Depression Scale (SDS) were used to evaluate the emotional state of patients. The cognitive impairment of patients was evaluated by the Mini- mental State Examination (MMSE) and the Mental Health (MH) part of the quality-of-life assessment scale (SF-36).

Study design: The patients were randomly divided into study group and control group, with 30 people in each group. Among them, the patients in the study group were produced by the improved preparation technology of traditional Chinese medicine based on cognitive psychology. The patients in the control group were produced by traditional Chinese medicine preparation technology. After working for 3 months, the degree of cognitive impairment and emotional state of the two groups were compared.

Methods: Using Excel software and SPSS22.0 software to process and analyze relevant data.

Results: There was no significant difference in MMSE score between the two groups before treatment ($P > 0.05$). After treatment, the MMSE scores of patients in both groups increased significantly ($P < 0.05$), and the MMSE scores of patients in the study group were significantly higher than those in the control group ($P < 0.05$), as shown in Table 1.

Table 1. MMSE scores of patients in both groups

Timing	MMSE Score		<i>t</i>	<i>P</i>
	Research group	Control group		
Before treatment	15.1±4.9	15.3±5.2	0.157	0.721
After treatment	25.0±2.8	20.3±4.7	6.417	0.028
<i>t</i>	7.263	3.214	-	-
<i>P</i>	0.001	0.035	-	-

Conclusions: The production process of traditional Chinese medicine preparation is relatively complex and the production efficiency is relatively low, which leads to some workers' negative emotions such as

anxiety and depression, and then leads to cognitive impairment. Cognitive psychology is an important school of contemporary psychological research. It explains how people deal with information in cognitive activities. Therefore, based on cognitive psychology, the research applies the new technology of pharmaceutical preparation to the modernization of traditional Chinese medicine preparation, and puts forward the corresponding measures. The results showed that there was no significant difference in MMSE score between the two groups before treatment ($P > 0.05$). After treatment, the MMSE scores of patients in both groups increased significantly ($P < 0.05$), and the MMSE scores of patients in the study group were significantly higher than those in the control group ($P < 0.05$). To sum up, the application of new drug preparation technology to the modernization of traditional Chinese medicine preparation can effectively improve the production efficiency of traditional Chinese medicine, reduce the complexity of traditional Chinese medicine preparation, alleviate the staff's negative emotions such as anxiety and depression, and treat the staff's cognitive impairment.

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RELATIONSHIP BETWEEN MANAGERS' OVERCONFIDENCE AND MERGERS AND ACQUISITIONS PERFORMANCE FROM THE PERSPECTIVE OF COGNITIVE PSYCHOLOGY

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Background: Mergers and Acquisitions (M & A) an important strategy for enterprises to achieve rapid expansion. With the continuous development of China's economic level, the financial transaction market is becoming larger and larger, and the transaction of China's M & A market is becoming more and more active. Therefore, China has launched various policies on M & A market transaction, improved the laws and regulations of M & A market, and the process of M & A reorganization is becoming more and more simple, which has greatly improved the success rate of M & A transactions, and the enthusiasm of many listed companies for M & A continues to rise. However, in the wave of M & A of listed enterprises, the performance growth of M & A transactions is not ideal, but leads to the loss of the wealth of enterprise shareholders. The traditional financial theory cannot give a reasonable explanation for this phenomenon until the proposal and development of behavioral finance theory. Some scholars have discussed the impact of the psychological cognitive bias of these enterprise executives on management activities, and concluded that overconfidence in management is the most important factor affecting enterprise decision-making. Behavioral finance theory cannot fully explain this phenomenon, so it is necessary to introduce new theories. Cognitive psychology is a branch of psychology that began to rise in 1950. It mainly studies human advanced psychological processes, such as attention, perception and so on. The orientation of cognitive psychology focuses on the mode of thinking and reasoning by using cognition. Therefore, using cognitive psychology theory to study the psychological cognitive bias of enterprise executives can effectively explain the phenomenon that M & A transactions do not increase the performance of enterprises satisfactorily, but lead to the loss of the wealth of enterprise shareholders under the wave of M & A of listed enterprises. Based on cognitive psychology, overconfident enterprise managers have very typical psychological characteristics, that is, they are optimistic about the investment prospect, overestimate their investment success rate, and hate investment losses. Overconfidence will make enterprise managers have psychological deviation, which makes managers mistakenly overestimate their management ability and wealth creation ability, and then urge managers to implement M & A activities with negative net present value, resulting in enterprise losses. Based on cognitive psychology, this study puts forward several hypotheses: managers' overconfidence will have a negative impact on M & A performance. The employment of independent directors in colleges and universities can improve the M & A performance of the enterprise to a certain extent. Independent directors of colleges and universities can inhibit the overconfidence of enterprise managers and manage M & A activities with negative net present value. In the same area, the independent directors of colleges and universities and enterprises can more effectively manage the M & A activities with negative net present value caused by the overconfidence of enterprise managers. Based on the above contents, the research uses the M & A events of A-share private listed companies in Shanghai and Shenzhen as data samples, and then makes empirical analysis, deeply analyzes the relationship between managers' overconfidence and M & A performance, and then governs it, so as to provide theoretical data support for the development of China's listed enterprises and M & A market.

Objective: Under the wave of M & A of listed enterprises, the performance growth of M & A transactions

is not ideal, but leads to the loss of the wealth of enterprise shareholders. Behavioral finance theory holds that overconfidence in management is the most important factor affecting enterprise decision-making. However, behavioral finance theory cannot fully explain this phenomenon, so it is necessary to introduce new theories. Therefore, the study uses cognitive psychology theory to study the psychological cognitive bias of enterprise executives, effectively explain this phenomenon, and provide theoretical data support for the development of listed enterprises and M & A market in China.

Research objects and methods: Based on cognitive psychology and behavioral finance theory, this study puts forward four hypotheses, and uses the M & A events of A-share private listed companies in Shanghai and Shenzhen as data samples for empirical analysis.

Research design: Define explanatory variables and explained variables, and establish a model to verify the impact of enterprise managers' overconfidence on M & A performance. The size of influence is graded, and from 0 to 4 represent five different levels of influence from small.

Methods: Using Excel and SPSS20.0 to process and analyze relevant data.

Results: It can be seen from Table 1 that cognitive psychology mainly includes four contents: treating the human brain as an information processing system similar to computer, emphasizing the decisive role of existing knowledge and knowledge structure in human brain on its current behavior and cognitive activities, emphasizing the integrity of cognitive process and production system. The influence levels of the four on managers' overconfidence are 4, 4, 3 and 2 respectively, which are at a high level. It emphasizes the decisive role of people's existing knowledge and knowledge structure on their current behavior and cognitive activities, and the final impact on M & A performance is negative. The remaining three main contents have a positive role in promoting M & A performance.

Table 1. Effects of cognitive psychology on managers' overconfidence and M & A performance

Main contents of cognitive psychology	Manager overconfidence	M & A performance
Think of the human brain as an information processing system similar to a computer	4	+
It emphasizes that the existing knowledge and knowledge structure in people's mind play a decisive role in their current behavior and cognitive activities	4	-
Emphasize the integrity of cognitive process	3	+
Production system	2	+

Conclusions: This study provides theoretical data support for the development of China's listed enterprises and M & A market. The four main contents included in social psychology will have varying degrees of impact on managers' overconfidence and significantly promote M & A performance. Only the decisive role of personal knowledge on current behaviors and activities hinders the improvement of M & A performance.

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THE INFLUENCE OF COLLEGE PHYSICAL EDUCATION ON ALLEVIATING COLLEGE STUDENTS' PSYCHOLOGICAL ANXIETY FROM THE PERSPECTIVE OF CURRICULUM IDEOLOGY AND POLITICS

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Background: Anxiety is a complex emotional response caused by psychological conflict or frustration. It is an unpleasant emotion, usually intertwined with anxiety, tension, disappointment, uneasiness, fear, anxiety and shame. When people are angry, this is a natural emotion of human beings. Excessive anxiety can easily lead to physical and psychological abnormalities. College students are in a specific stage of physical maturity and psychological immaturity. They are facing more and more social challenges, learning pressure and employment pressure, which leads to students' long-term tension and psychological obstacles. According to the relevant survey data, the mental health status of college students is not optimistic. At present, about 30% of college students in China have varying degrees of mental health problems, mainly manifested in anxiety, depression, paranoia, compulsion, tension and so on. In addition, the incidence rate

of mental disorders is increasing year by year. It can be seen that college students' mental health has become an important problem affecting college students' health. The teaching mode of physical education in colleges and universities from the perspective of curriculum ideology and politics can regulate emotions, stimulate spirit, help students vent their bad emotions, cultivate students' strong will and good ability to adapt to the environment, and improve their interpersonal skills. It is an important means to improve the mental health level of college students and eliminate mental diseases. It will play a more and more important role in students' physical and mental health.

The current situation of college students' mental health is not optimistic, and the psychological anxiety caused by excessive pressure on learning and employment has become an important issue that cannot be ignored in current college education. Because college physical education plays an important role in promoting college students' mental health, that is, it plays a unique role in promoting mental health with its unique nature and function. At the same time, ideological and political education in colleges and universities is the key path and main position of modern college students' education. It is the main channel to help higher vocational students establish correct three views, and college students' ideological and political course includes the content and requirements of mental health teaching. In view of this, this study designs the teaching mode of physical education in colleges and universities from the perspective of curriculum ideological and political education, organically integrates the psychological characteristics of ideological and political education and the biological characteristics of physical education, explores the implicit needs, motives, interests, emotions and other psychological activities of contemporary college students, patiently inspires students and sets noble goals through physical education teaching. Through ideological and political teaching, actively cultivate students' self-confidence construction and stimulate the spirit of self-improvement, so as to enhance the psychological adaptability of contemporary college students, alleviate students' anxiety, and then fully ensure the comprehensive and all-round development of modern college students.

Objective: To explore the positive role of the teaching mode of physical education in colleges and universities from the perspective of curriculum ideology and politics in regulating the positive emotions of contemporary college students, stimulating spirit, venting bad emotions, cultivating strong will and good environmental adaptability, so as to provide new research ideas and directions for the innovative development of college education. The educational direction and path to fully ensure the comprehensive and all-round development of modern college students.

Research objects and methods: Taking the teaching mode of physical education in colleges and universities from the perspective of curriculum ideological and political education as an intervention method, this paper discusses the impact of the teaching mode of combining ideological and political education with physical education on college students' anxiety response. 100 college students were selected as the research object, 50 in the experimental group (the teaching mode of the organic integration of ideological and political education and physical education) and 50 in the control group (the traditional physical education teaching mode). The self-anxiety scale was used to test the degree of students' psychological anxiety, and the repeated measurement was used to carry out the specific experimental design. The intervention period was 10 weeks, The changes of psychological anxiety of the two groups of students before and after the intervention were compared.

Methods: All data were processed using PASW18.0 software package and Excel 2007.

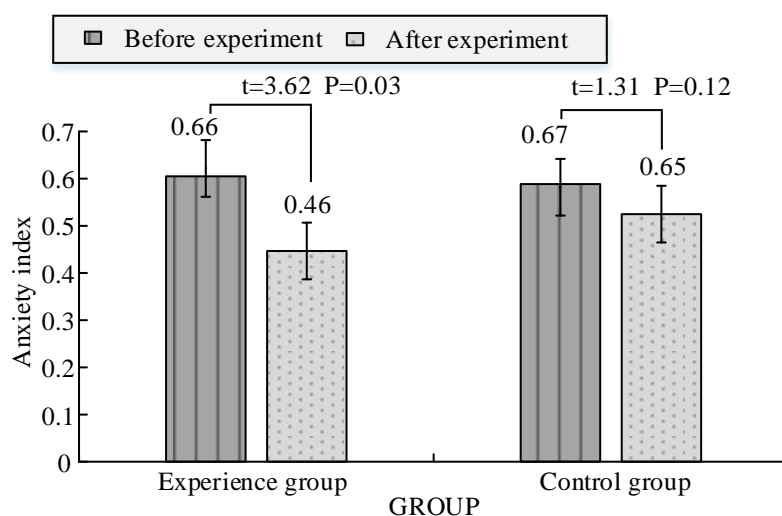


Figure 1. Changes of students' psychological anxiety after the intervention of college physical education

teaching mode from the perspective of curriculum ideology and politics

Results: Figure 1 shows the changes of students' psychological anxiety after 10 weeks of intervention in the teaching mode of physical education in colleges and universities from the perspective of curriculum ideology and politics. On the whole, after the intervention of college physical education teaching mode from the perspective of curriculum ideological and political education for 10 weeks, the psychological anxiety of students decreased significantly. This shows that the organic integration of ideological and political education and physical education can effectively alleviate students' psychological anxiety, and then is of great significance to improve students' psychological development.

Conclusions: The teaching mode of physical education in colleges and universities from the perspective of curriculum ideology and politics can effectively improve students' psychological anxiety, which is of great significance to enhance students' psychological development, and is worthy of popularization and application in the practice of teaching reform in colleges and universities.

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EFFECT OF ORAL ENGLISH LEARNING ON REHABILITATION OF PATIENTS WITH AFFECTIVE DISORDER

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Background: There are many patients with affective psychosis, including bipolar disorder, depression and mania. Bipolar disorder was originally called "bipolar disorder", which belongs to a kind of mood disorder. In the whole process of the disease, there are both manic episodes and depressive episodes. These episodes are periodic and completely normal during this time. When manic attacks occur, you will feel very happy, energetic, irritable, reckless, and reduce your sleep needs. During the onset of depression, patients are depressed, unhappy, do not want to contact people, prone to fatigue, self-blame, hopeless life, and even have negative world weariness. In affective disorder, the core manifestations of manic episode and depressive episode are thinking escape and thinking retardation respectively. Thinking out of control refers to the rapid association of thinking, the continuous emergence of new concepts and the leap of thinking. They are often attracted by changes in the environment, divert the topic, distract their attention, and can't carry it out to the end. Slow thinking is manifested in association difficulty, slow response and difficult thinking. The conscious brain seems to rust and cannot rotate. When talking with him, his voice is low, low volume, slow and difficult to answer, which will affect his social and working ability. From the perspective of phenomenology, patients with unhurried thinking will continue to transfer from one thing to another, with fast speed and great jump. Patients with mental retardation will repeatedly think about the cause, process, result and influence of something, and be fixed in a specific thinking and behavior environment. From these clinical phenomena, it can be inferred that their distraction, namely cognitive flexibility, is problematic, that is, affective psychosis also has cognitive impairment. Over the past decade, people's in-depth laboratory research on affective disorders has revealed the key role of amine, cholinergic, peptidergic system transmitters and endocrine changes in its pathogenesis and prognosis. At the same time, relevant studies have pointed out that in addition to drug treatment, affective disorders can also be treated through other external ways, such as art therapy and decentralized therapy. So as to provide a good entry point and better breakthrough for better understanding and prevention of the disease.

English self-concept is a self-concept subdivided into specific skills, including pronunciation, grammar, vocabulary, listening, speaking, reading and writing. The self-concept at the top of the hierarchy is relatively stable. The lower the hierarchy, the weaker the stability of self-concept. The self-concept of each level restricts and affects each other, which means that the change of one level will inevitably lead to the change of another level. At present, many psychologists and scholars have studied oral English learning and pointed out the positive role of oral English learning in the treatment of patients with affective disorders, that is, they can help patients with affective disorders get rid of psychological diseases through the factors such as emotion, belief and motivation generated in oral English learning, so as to move towards a normal life with sound psychology and strong goals. Based on this, this study carried out the research on the positive role of "oral English learning" treatment model in patients with affective disorders, in order to

provide corresponding theoretical basis for clinical treatment of patients with affective disorders.

Objective: This study is committed to the self-concept ability in the “oral English learning” model, and extracts an effective model for the treatment of patients with affective disorders, and then provides a new perspective and strategy for the clinical treatment of patients with affective disorders.

Research objects and methods: 90 patients with affective disorders were selected as the research object, including 30 patients with bipolar disorder, depression and mania. 100 patients were treated with “oral English learning”, and the improvement of symptoms of patients with affective disorder before and after “oral English learning” treatment was compared and analyzed.

Methods: Use Excel software for statistical data analysis.

Results: Table 1 shows the improvement of symptoms of patients with affective disorder before and after the treatment of “oral English learning”. On the whole, compared with before the treatment of “oral English learning”, the psychological symptoms of patients with bipolar disorder, depression and mania were significantly improved ($P < 0.05$).

Table 1. Improvement of symptoms of patients with affective disorder before and after treatment of “oral English learning”

Variable	Max	Min	M	SD
Psychological symptoms of patients with bipolar disorder	6.00	1.00	3.04*	1.56
Psychological symptoms of patients with depression	6.00	1.00	2.62*	1.30
Psychological symptoms of manic patients	6.00	1.00	2.06*	1.20

Note: * $P < 0.05$ indicates the comparison with that before oral English learning treatment.

Conclusions: The treatment of affective disorders based on “oral English learning” can effectively improve the psychological symptoms of patients with bipolar disorder, depression and mania, and then provide a theoretical basis for the clinical treatment of affective disorders, which is worthy of clinical application.

Acknowledgement: The research is supported by: Found Source: Scientific Research Found for Talent, Zhejiang A & F University. No. 2022FR003. Found topic: A Research on Bamboo Culture Ecology Innovation of Sustainable Development. No. 2022FR003.

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INCENTIVE MECHANISM IN ENTERPRISE VALUE RELATIONSHIP MANAGEMENT TO ALLEVIATE EMPLOYEES’ PSYCHOLOGICAL ANXIETY

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Background: Anxiety is an emotional state of tension and fear caused by failing to achieve goals or threatening human beings to overcome these obstacles, self-esteem and self-confidence, or increasing the sense of failure and guilt. It includes three main parts: emotional experience, threat, uncertainty, cognitive expression of fear and physiological arousal. From the perspective of psychology, the increase of anxiety value will lead to distraction and block of attention, disturb the results of brain memory and thinking, and make people show anxiety, tension, indecision and disturbing emotional changes. For example, a bad mood can lead to neurological dysfunction and mental illness or abnormalities. As for the research on anxiety, most domestic scholars pay attention to practical research, while theoretical research is relatively few. Most domestic scholars study anxiety. Many scholars focus on research in the field of medicine rather than research and development in the field of medicine. Employee anxiety mainly focuses on more specific anxiety problems, such as examination, emotion, society and other influencing factors to analyze employee anxiety. They did not perfectly combine theory with practice, but they paid too much attention to some superficial problems and did not explore the deep-seated reasons under the background of the times. This is the actual work level behind these problems. Therefore, there are relatively few data on employee anxiety and its influencing factors. The research of summarizing anxiety generally includes qualitative research theory and empirical research results, which respectively study the current situation of human anxiety and the relationship between anxiety and enterprise, society, environmental change, personality, cultural

background, self-cognition, interpersonal communication, interpersonal communication, interpersonal relationship, mental health, family disputes and so on. Anxiety is particularly prominent in employees' mental health problems, but if these performances are excessive, they will evolve into anxiety disorder, even physical and language stiffness, mental collapse, or common mental related diseases in medicine, which will bring great inconvenience to people's body and mind, work or study. With the gradual enhancement of the awareness of market competition pressure, more and more workplace employees are troubled by anxiety, which directly affects the employees' work efficiency, life law and physical and mental health level.

Reward is usually associated with motivation, which mainly refers to an internal state of human activities. Robbins, an American management scientist, defines the reward mechanism as an individual's hope to achieve organizational goals through high-level efforts. At the same time, such efforts can meet some individual needs. Whether motivation or motivation, there are three key factors: effort, organizational goals and needs. Therefore, the reward mechanism is a psychological state driven by motivation. It can stimulate, promote and strengthen people's behavior. A large number of studies have pointed out that enterprise value relationship management based on reward mechanism is of great significance in promoting enterprise development and regulating employees' negative psychology. In view of this, this study launched the construction of enterprise value relationship management for reward mechanism, which plays a positive role in alleviating employees' psychological anxiety, so as to provide a solution to ensure employees' physical and mental health, work efficiency and enterprise development.

Objective: This study is committed to building an enterprise value relationship management scheme based on the reward mechanism and applying it to solve the psychological anxiety of employees, so as to inject comprehensive talents with sound body and mind into the development of the enterprise for a long time on the basis of ensuring the psychological coordination and soundness of employees.

Research objects and methods: Select 100 employees of an enterprise as the research object, measure their psychological anxiety respectively, and then apply the enterprise value relationship management scheme based on the reward mechanism. The intervention cycle is 3 months. Compare and analyze the changes of employees' psychological anxiety before and after the reward system intervention for 3 months.

Methods: Use Excel software for statistical data analysis.

Results: Table 1 shows the changes of employees' psychological anxiety under the intervention of enterprise value relationship management scheme based on reward mechanism. On the whole, after the intervention, employees' job-hunting anxiety tendency, anxiety tendency towards people, loneliness tendency, self-blame tendency, allergy tendency, physical symptoms, phobia tendency and impulse tendency were effectively improved, with statistical difference ($P < 0.05$).

Table 1. Changes of employees' psychological anxiety under the intervention of enterprise value relationship management scheme based on reward mechanism

Project	Before intervention	After intervention	P
Anxious learning	6.15±2.32	3.45±2.58	0.000
Communication anxiety	6.42±3.71	3.46±1.45	0.000
Loneliness tendency	6.88±2.23	2.45±2.58	0.000
Self-reproach tendency	3.46±1.45	3.46±1.45	0.000
Sensitive tendency	3.45±2.58	2.45±2.58	0.000
Physical symptoms	6.15±2.32	1.46±3.25	0.000
Terrorist tendency	6.42±3.71	3.46±1.45	0.000
Impulsive tendency	6.88±2.23	1.46±3.25	0.000
Total score	41.09±17.34	35.91±19.71	0.000

Conclusions: The intervention of enterprise value relationship management scheme based on reward mechanism can effectively improve the psychological anxiety of employees, and then it should be paid enough attention in enterprise management. In short, in the era of knowledge economy, managers need to know how to use ingenious management means to strengthen communication with employees and understand the changes of employees' psychological anxiety. When employees have psychological anxiety problems, they should find out the causes and take remedial measures in time. In short, only by ensuring the psychological integrity of employees can the enterprise develop continuously and stably.

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PSYCHOLOGICAL IMPACT OF MANUFACTURING TRANSFORMATION ON EMPLOYEES AND THE INNOVATION PATH OF RELATED TALENT TRAINING

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Background: People are the foundation of society and employees are the foundation of enterprises. The 21st century has entered the era of global competition. With the rapid development of economy, technology and society, people's pace of life and work is faster and faster, the pressure is greater and greater, and the psychological characteristics of various social groups have also undergone significant changes. Among them, as the main force of social productivity, the psychological problems of enterprise employees are becoming more and more prominent, and some have become the key factors affecting the growth of enterprises. Anxiety is an emotional state of tension and fear caused by failing to achieve goals or threatening human beings to overcome these obstacles, self-esteem and self-confidence, or increasing the sense of failure and guilt. It includes three main parts: emotional experience, threat, uncertainty, cognitive expression of fear and physiological arousal. From the perspective of psychology, the increase of anxiety value will lead to distraction and block of attention, disturb the results of brain memory and thinking, and make people show anxiety, tension, indecision and disturbing emotional changes. For example, bad mood can lead to neurological dysfunction, mental illness or abnormal anxiety, which is particularly prominent in the mental health problems of employees. However, if these manifestations are excessive, they will evolve into anxiety disorder, even physical and language stiffness, mental collapse, or common mental illness in medicine, which will bring great inconvenience to people's body and mind, work or study. With the gradual enhancement of the awareness of market competition pressure, more and more employees are troubled by anxiety, which directly affects the work efficiency, life law and physical and mental health level of employees.

With the disappearance of China's demographic dividend, the decline of land dividend and the increasingly prominent environmental problems, the labor-intensive traditional manufacturing industry is facing many challenges. There is still a big gap between China and developed countries in terms of industrial structure level, independent innovation ability, resource utilization efficiency and informatization degree. China's manufacturing industry is facing the double squeeze of low-cost countries and developed countries. In order to maintain sustainable development and competitive advantage, the traditional manufacturing industry must be transformed and upgraded. In the process of transformation and development from "made in China" to "made in China", it has brought varying degrees of pressure and distress to employees, and even produced psychological anxiety that cannot adapt to the transformation of manufacturing industry. Practice at home and abroad shows that anxiety mental illness is a great enemy that threatens personal life and health and destroys the organizational efficiency of enterprises. The psychological problems of enterprise employees have become an important factor restricting the construction of enterprises. Therefore, people-oriented, paying attention to and paying attention to the mental health status of enterprise employees, constantly improving their mental health level and making them work and live with dignity, happiness and value are extremely important aspects of the development and growth of enterprises. Based on this, this paper studies the psychological impact of manufacturing transformation on employees and the innovation path of related talent training.

Objective: Analyze the psychological anxiety of enterprise employees under the transformation of manufacturing industry, and measure the psychological health of employees. On this basis, plan the innovative path or innovative scheme of enterprise development talent training under the transformation of manufacturing industry, so as to help the government and enterprises strengthen the psychological construction of enterprise employees in the process of manufacturing industry transformation and promote the harmonious and stable development of society.

Research objects and methods: 4563 employees were randomly selected from 45 manufacturing transformation enterprises as the research object, and the statistical analysis of employees' psychological anxiety was carried out in combination with the mental health Symptom Checklist-90 (SCL-90). According to the employees' psychological anxiety in the face of manufacturing transformation, a targeted talent training path was constructed. SCL-90 has 90 items in total, and adopts 5-level score. If the score of each item is greater than 2, it is regarded as psychological abnormality, and if the score is greater than 3, it is regarded as having psychological anxiety disease.

Methods: Use Excel software for statistical data analysis.

Results: Table 1 shows the detection rate of psychological anxiety of enterprise employees under the transformation of manufacturing industry. Overall, under the transformation of manufacturing industry, the number of employees with at least one factor score ≥ 3 in SCL-90 scale is 902, accounting for 22.2%, which shows that the transformation of manufacturing industry has an important impact on employees'

psychological anxiety.

Table 1. Detection rate of psychological anxiety of enterprise employees under the transformation of manufacturing industry n (%)

Factor	≥2.5 score	≥3 score
Somatization	149 (3.7)	-
Force	149 (3.7)	45 (1.1)
Interpersonal sensitivity	504 (12.4)	162 (4.0)
Depressed	386 (9.5)	129 (3.2)
Anxious	324 (8.0)	120 (2.9)
Hostile	269 (6.6)	87 (2.1)
Terrorist tendency	378 (9.3)	134 (3.3)
Terror	112 (2.8)	34 (0.8)
Paranoid	267 (6.6)	75 (1.8)
Psychotic	158 (3.9)	47 (1.2)
At least one factor score ≥3	902 (22.2)	358 (8.8)

Conclusions: By analyzing the psychological anxiety of enterprise employees under the transformation of manufacturing industry and measuring the mental health of employees, it is found that the transformation of manufacturing industry has an important impact on the psychological anxiety of employees. Therefore, in the face of the transformation of manufacturing industry, the government, society and enterprises should attach great importance to the mental health of enterprise employees, put people first, and gradually integrate the mental health education of employees into the work agenda of modern talent training and innovation path, so as to jointly promote the positive development of employees' psychology in the period of transformation of manufacturing industry and create a good foundation and atmosphere for the development of society and enterprises.

Acknowledgement: The research is supported by: Zhejiang Province Philosophy and Social Science Planning Routine Topic: Research on the Coordinated development of the transformation and upgrading of manufacturing industry and the supply-side reform of higher vocational talents - Based on the perspective of digital economy, this paper is supported by Zhejiang Provincial Philosophy and Social Science Planning Project (22NDJC316YBM).

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POSITIONING OF TRAFFIC ENGINEERS IN THE PROCESS OF AUTONOMY OF MODERN TRAFFIC TECHNOLOGY IN CHINA UNDER THE BACKGROUND OF COGNITIVE IMPAIRMENT

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Background: As a mental disease, cognitive impairment mainly refers to the disorder of learning and memory function caused by abnormal processing of human intelligent knowledge, and leads to pathological behaviors such as loss of line, recognition and use. The diagnostic criteria of cognitive impairment include normal overall cognitive function, main complaints of memory impairment and behavioral disorders inconsistent with age. The main causes of cognitive impairment are chronic brain injury, chronic systemic diseases and mental and psychological abnormalities, of which mental and psychological abnormalities are the most important. According to the latest research, the number of patients with cognitive impairment in China is increasing year by year, which has a serious negative impact on the patients themselves and their families. Timely intervention for patients with cognitive impairment can actively change their cognitive function, and then it is very important to reduce the quality of life of patients and their families. In recent years, many researchers at home and abroad have conducted intervention research on mild cognitive impairment. The intervention measures mainly include nutrition intervention, drug intervention, physical exercise, cognitive training, traditional Chinese medicine and acupuncture intervention. In a word,

cognitive impairment, as a common psychological disease in modern society, should be paid special attention to. At the same time, relevant research points out that under the background of cognitive impairment, traffic engineers will have a series of problems, which are mainly reflected in the positioning and construction affecting the process of autonomy of modern traffic technology in China, including incomplete system scheme, nonstandard product certification, unscientific system, and unclear R & D ideas. Therefore, it is necessary to link cognitive impairment with traffic engineers to carry out the specific positioning and development research of traffic technology autonomy.

The development direction of urban rail transit technology is very important for the independent development of urban rail transit technology in China. China's urban rail transit has entered a period of rapid development. Mileage and operation lines are close to developed countries. Relevant data show that the total mileage of subway and light rail in China's megacities has exceeded 1500 kilometers. At present, China has become the largest urban rail transit market in the world. Therefore, the research and development of traffic signal technology have become an important link to promote the development of urban rail transit in China. In view of the negative impact of cognitive impairment on traffic engineers, combined with the necessity and urgency of the independent development of signal technology, this paper carries out the research on the independent development strategy of urban rail transit signal technology in China.

Objective: In order to analyze the positioning status of traffic engineers in the process of modern traffic technology autonomy in China under cognitive impairment, this paper discusses the key elements affecting the development of autonomy, in order to provide new ideas and research directions for the development of modern traffic technology autonomy in China.

Research objects and methods: Select the traffic engineers of China's modern traffic technology localization as the research object, and intervene the cognitive impairment of the traffic engineers, and then use the fuzzy comprehensive evaluation method to evaluate the specific current situation of China's modern traffic technology localization. The evaluation content includes four aspects: system scheme integrity, product certification, system and R & D ideas. 50 traffic engineers are randomly selected for satisfaction evaluation: dissatisfied, satisfied and very satisfied. The corresponding scores are 1-9 points, 10-19 points and 20-30 points, so as to evaluate the development and construction of the localization of modern traffic technology in China.

Methods: Through SPSS23.0 data statistical analysis software to obtain the positioning effect of China's modern transportation technology autonomy under the intervention of cognitive impairment.

Results: Table 1 shows the positioning effect of China's modern transportation technology autonomy under the intervention of cognitive impairment. On the whole, in terms of system scheme integrity, product certification, system and R & D ideas, compared with before the intervention of cognitive impairment, the positioning effect of China's modern transportation technology autonomy after the intervention is relatively ideal ($P < 0.05$).

Table 1. Localization effect of China's modern transportation technology autonomy under the intervention of cognitive impairment

Category	Dissatisfied	Satisfied	Very satisfied
System scheme integrity	23*	21*	23*
Product certification	24*	23*	24*
TV system	25*	24*	25*
Research and development ideas	23*	25*	23*

Note: * $P < 0.05$, compared with that before the intervention of cognitive impairment.

Conclusions: After the intervention on cognitive impairment of traffic engineers, the localization of modern traffic technology in China has achieved good results in system scheme integrity, product certification, system and R & D ideas. Subsequently, the cognitive impairment intervention program can be applied to the localization and development of transportation technology autonomy.

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A STUDY ON THE PSYCHOLOGICAL TYPOLOGY OF “PEOPLE SUING OFFICIALS”

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Background: Can the administrative litigation system work well in China? A few administrative litigation cases have confirmed the existence of this advantage from one aspect. For people’s unwillingness to file administrative litigation, many scholars often look for reasons from China’s history, culture and tradition. Few people specially study the specific psychological type of “people suing officials”. The psychological reasons why farmers do not file administrative litigation may be that they are “afraid to sue”, “unwilling to sue” and “don’t know how to sue”. Among them, “don’t know how to sue” is the main reason, not what people usually think of as “afraid to sue”. Why do you have this psychological type? This psychological factor must be found out from the complex political, economic and cultural aspects of most farmers’ lives.

Economic reasons for psychological typology: China’s rural economy has been dominated by agriculture since ancient times, which is a self-sufficient natural economy. This self-sufficient natural economy usually exists in the family. It is easy to imprison farmers on the land, leading to attachment to the land and family. At this time, when there is a dispute between villagers, they often turn to their parents or moral people in their families rather than bring a lawsuit to the government. It takes too much time and money to file a lawsuit, and the poor family economy can’t afford the high litigation cost. Therefore, ancient Chinese farmers generally had the psychology of being tired of litigation, which continues to this day.

Political reasons for psychological typology: China, is a country with thousands of years of feudal autocratic rule. There is a patriarchal hierarchy. The idea of “officials are important and the people are inferior” is very serious. In order to meet the needs of feudal rule, the rulers advocated the so-called “morality first, punishment second” and “the combination of etiquette and law”. In a society based on officials, the political structure must be based on obligations. Farmers are not used to suing the government. Under this “political system”, the prosecution is an “act of treason”. This shows that China lacks the political and ideological soil that breeds “people’s sovereignty”, “separation of powers and checks and balances” and “limited government” like the west, which is the basis of administrative litigation.

Cultural reasons for psychological typology: Chinese traditional culture is a “no litigation” culture. The Confucian culture, which has long occupied the ruling thought of feudal society, advocates “no litigation”. This is the Confucian pursuit of “no litigation” to stabilize social order. Similarly, feudal rulers regarded “no lawsuit” as one of their political achievements. Pay attention to mediation when handling cases and try to stop litigation. In the long run, the Chinese people have formed a mentality of “peace is precious” and “fierce litigation”. In ancient China, litigants were often called “litigants”, which profoundly showed the disgust of the whole society to litigation. Although people’s legal awareness and culture have changed greatly compared with the past due to economic development and social changes, this thought is still deeply rooted in the hearts of many farmers.

In order to verify the three psychological types of “people suing officials”, this paper makes a multidimensional perspective on the “three noes” psychology of “people suing officials”, so as to find a solution for better implementing the administrative litigation system in rural areas.

Objective: To explore the reasons why the rural administrative litigation system encounters the psychological obstacles of “three noes”, in order to verify the psychological type of “people suing officials”, so as to find appropriate solutions and better implement the administrative litigation system in rural areas.

Research objects and methods: 400 villagers were randomly selected from a township in our city as the research object. The questionnaire survey method was used to investigate the specific situation of “people suing officials”. The questionnaire has 20 questions, mainly including three contents: Do farmers dare to sue? What are the psychological reasons? Why farmers do not file administrative litigation? How much do farmers trust the impartiality of the court?

Methods: Excel software was used for statistical data analysis.

Results: Table 1 shows the survey results of the psychological type of “people suing officials”. It can be seen from Table 1 that in the “Do farmers dare to sue?” Level, a total of 53.5% chose to find the government to resolve disputes, and 11.5% chose to swallow it. What are the psychological reasons why farmers do not file administrative litigation at the level of, villagers believe that their legitimate rights and interests have been violated and do not sue, mainly because they do not understand the relevant laws, accounting for 56.6%? In “the degree of farmers’ trust in the impartiality of the court?” At level of, farmers’ lack of trust and complete distrust of the court accounted for 53%.

Conclusions: There are many reasons why the rural administrative litigation system encounters litigation psychological obstacles. Through the research on the psychological classification of “people suing officials” farmers, it will help us see the essence of some problems and find appropriate methods to better implement the administrative litigation system in rural areas.

Table 1. Survey results of psychological types of “people suing officials” [n (%)]

Psychological type: question 1	Reason with the government at that level (%)	Find a superior government to solve or petition (%)	Go to the people’s court and sue the government (%)	Swallow one’s breath and admit bad luck (%)
Dare farmers Sue?	80 (20)	154 (33.5)	120 (30)	43 (11.5)
Psychological type: question 2	No time and energy	Fear of government retaliation	Worried about the protection of officials	Because I don’t know the law
Psychological reasons why farmers do not file administrative litigation	44 (11)	32 (8)	98 (24.5)	226 (56.6)
Psychological type: question 3	Complete trust	More trust	Lack of trust	Total distrust
Farmers’ trust in the impartiality of the court	88 (22)	100 (25)	160 (40)	52 (13)

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THE INFLUENCE OF ANXIETY ON CONSUMER BEHAVIOR IN THE E-COMMERCE ENVIRONMENT

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Background: Since entering modern society, anxiety has become a common problem in daily life due to the gradual aggravation of social competition. The so-called anxiety belongs to the category of psychological diseases. The tension and fear caused by the inability to achieve their own goals or overcome external threats will not only frustrate people’s self-esteem and self-confidence but also distract people’s energy and attention, thus affecting people’s healthy life. From the physiological level, the increase of anxiety value is the result of disturbing brain memory and thinking, making people show anxiety, tension, indecision and disturbing emotional changes. Anxiety can lead to neurological dysfunction, mental illness, or abnormal anxiety. However, if these manifestations are excessive, they will evolve into anxiety disorders, even physical and language stiffness, mental breakdown, or common mental diseases in medicine, which will bring great inconvenience to people’s body and mind, work or study. It can be said that anxiety is not only a psychological disease, but also affects people’s judgment and form. That is to say, people in a state of anxiety will not be able to deviate from the normal track of daily life, but fall into an uncontrollable self-depression, so it is difficult to practice their own goals and linger in place in depression. Relevant studies have pointed out that anxiety will also have an impact on people’s consumption behavior, mainly manifested in extreme or irrational consumption, and produce depression and pessimism after consumption. In short, anxiety has spread to all areas of people’s daily life, which should be paid attention to.

During the 12th Five-Year Plan period, China’s e-commerce development has made remarkable achievements and achieved rapid development. E-commerce is developing fastest in the field of circulation. With the advantage of scale, it has won three world firsts: the first online shopping transaction volume, the first number of online shopping users and the first daily online shopping volume. While making remarkable achievements, China’s e-commerce development still has different regional development steps, the market development level is not high, and the market order needs to be further standardized. This is not only a major challenge for the development of the 13th Five-Year Plan, but also an important development focus. In recent years, online shopping has become a new way of life for more than 1 billion college students,

especially for those who are familiar with it. However, college students are in a specific stage of physical maturity and psychological immaturity. They are facing more and more social challenges, learning pressure and employment pressure, which leads to students' long-term tension and anxiety. According to the relevant survey data, the mental health or anxiety of college students is not optimistic. At present, about 30% of college students in China have varying degrees of mental health problems, mainly manifested in anxiety, depression, paranoia, compulsion, tension and so on. Therefore, taking college students as the research object, this paper focuses on the correlation between college students' emotional anxiety and their consumption behavior in the e-commerce environment, determines the psychological factors affecting college students' consumption, and provides corresponding suggestions to ensure college students' mental health and rational consumption.

Objective: Based on the era environment of e-commerce, this paper analyzes the impact of college students' anxiety on their consumption behavior, and provides guidance for college students' mental health and rational consumption based on the correlation between college students' anxiety and their consumption behavior.

Research objects and methods: 500 college students were randomly selected from five colleges and universities in our city. At the level of college students' anxiety emotion measurement: carry out college students' anxiety psychological measurement in combination with the diagnostic test of anxiety tendency. The scale contains 100 questions, including eight dimensions: learning anxiety tendency, anxiety tendency towards people, loneliness tendency, self-blame tendency, allergic tendency, physical symptoms, phobic tendency and impulsive tendency. Whether it is recorded as 1 point or not is recorded as 0. In the evaluation of college students' consumption behavior, the amount, frequency and quantity of consumption are used as indicators. So as to determine the correlation between college students' anxiety and their consumption behavior.

Methods: Excel software analysis was used for statistical data processing.

Results: Table 1 shows the correlation between college students' anxiety and their consumption behavior. On the whole, college students' anxiety psychology is positively correlated with their consumption amount, consumption frequency and consumption quantity, which indicates that college students will have extreme or irrational consumption behavior when they are in a state of anxiety.

Table 1. Correlation between anxiety and consumption behavior of college students

Factor	Consumption amount	Consumption frequency	Consumption quantity
Anxious learning	0.65	0.55	0.67
Communication anxiety	0.62	0.55	0.63
Loneliness tendency	0.43	0.33	0.54
Self-reproach tendency	0.34	0.44	0.34
Sensitive tendency	0.47	0.49	0.44
Physical symptoms	0.34	0.44	0.49
Terrorist tendency	0.46	0.49	0.44
Impulsive tendency	0.35	0.44	0.36
Total score	0.49	0.47	0.49

Conclusions: In the era of e-commerce, college students are the main force of online shopping. However, when college students are in anxiety, they will have extreme consumption or irrational consumption behavior. In this regard, special attention should be paid to ensure the coordinated development of college students' mental health and rational consumption.

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RESEARCH ON ADVERTISING PHOTOGRAPHY FUNCTION AND COMMUNICATION ADVANTAGE BASED ON AUDIENCE PSYCHOLOGY

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Background: People's psychological activities are not only colorful, but also extremely complex.

According to the explanation of psychology, psychology is the dynamic reflection of the human brain to the external objective world. It is the general name of psychological activity and personality process. It mainly includes feeling, perception, memory, imagination, emotion, will, interest, ability, character and so on. Human psychology is developed on the basis of animal psychology. It is the highest stage of psychological development, which is essentially different from animal psychology. It is the product of social practice and has the characteristics of consciousness and initiative. As an organic part of human psychology, audience psychology has the commonness of human psychology. At the same time, audience psychology is closely related to human communication activities, and accompanied by the formation and development of human communication activities. In this sense, audience psychology is the dynamic reflection of information dissemination in the minds of the audience. It includes the acceptable behavior and psychological activities of the audience. Psychological research shows that simple psychological activities and complex psychological activities are not illusory, but have their own characteristics and foundation. This feature is based on the human brain. The communication effect is realized by spreading information and acting on the human brain. Without the human brain and the brain of normal people, the communication of information will lose its vitality and function, and the communication effect will be impossible. As far as psychology is concerned, it is the objective premise for the formation of human brain, but it cannot reflect the reality of the human brain. Main social conditions, such as natural conditions, social customs and social reality. Without objective reality, people's psychology will become water without source and trees without roots. From the perspective of audience psychology, this "objective reality" is the communication information transmitted by communicators through specific communication tools and methods. Only when people constantly exchange information with the outside world can people think normally for a long time. Complete isolation from external information is the beginning of losing reason. External information that stimulates thinking is as important as food. Therefore, information dissemination is the source of audience psychology. Without the dissemination of information, the normal acceptance psychology of the audience cannot be produced.

Any communication activity, whether mass communication or interpersonal communication, is inseparable from the audience. Only by understanding the characteristics of the audience can we help to grasp the psychology of the audience. For advertising photography, modern advertising photography technology, especially digital image processing technology, enables people to manipulate photographic images at will, so that the creativity of advertising designers can get rid of constraints and gallop freely. Advertising photography has entered a creative era, which has brought more visual impact and enjoyment to people. However, if modern advertising photography wants to give full play to its functions and communication advantages, it is inseparable from the grasp of the audience's psychology. Relevant research points out that advertising photography based on audience psychology has important advantages in the application of advertising media, which is mainly reflected in the following aspects: the advantages of visual information dissemination, the coexistence of practical and aesthetic functions, and the advantages of authenticity, credibility and convenience. In view of this, this paper launched the research and design of advertising photography function and communication based on audience psychology, in order to bring more convenient and efficient work efficiency for advertising photography.

Objective: Based on the psychology of the audience, carry out the research and design of the function and communication of advertising photography, in order to shorten the psychological distance between advertising photography and the audience, so as to bring more convenient and efficient work efficiency.

Research objects and methods: Randomly select 100 audiences as the research object, and compare and analyze the audience's satisfaction with the advertising photography function and communication before and after the implementation of the audience's psychological intervention. The evaluation indicators include visual information communication, the coexistence of practical and aesthetic functions, authenticity, credibility, convenience and effectiveness.

Methods: The data are analyzed by Minitab20 latest version of data statistics software.

Results: Table 1 shows the audience's satisfaction with the function and communication of advertising photography before and after the implementation of audience psychological intervention. On the whole, compared with before and after the implementation of audience psychological intervention, the satisfaction of the audience has been improved in the four dimensions of advertising photography function and communication, which is statistically significant ($P < 0.05$).

Conclusions: The research and design of advertising photography function and communication based on audience psychology can effectively improve the audience's satisfaction with advertising photography function and communication, and then have significant advantages in advertising photography function and communication, which is worthy of promotion and application in the field of advertising photography.

Table 1. Audience satisfaction with advertising photography function and communication before and after the implementation of audience psychological intervention [n (%)]

Category		Dissatisfied (%)	Satisfied (%)	Very satisfied (%)
Before intervention	Visual information dissemination	40	50	10
	Practical and aesthetic functions coexist	47	43	10
	Credibility and effectiveness	60	32	8
After intervention	Visual information dissemination	20*	20*	40*
	Practical and aesthetic functions coexist	10*	20*	70*
	Credibility and effectiveness	8*	30*	62*

Note: * $P < 0.05$, compared with the satisfaction of the audience before the intervention.

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THE EFFECT OF IDEOLOGICAL AND POLITICAL EDUCATION REFORM ON COLLEGE STUDENTS' EMPLOYMENT ANXIETY

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Background: Individuals expect vague and uncertain internal and external stimuli to pose a threat to their self-esteem and feel unable to cope, which constitutes an anxiety experience. Employment anxiety is a special, tense, uneasy, strong and lasting emotional experience caused by the whole employment situation, and causes corresponding physiological and behavioral changes. The main manifestations are: I think employment is a threat. I am very worried about the possible consequences of not finding a job or a good job. In the process of employment, there will be some physical reactions, such as decreased sleep quality, accelerated heartbeat, inattention and confusion of thinking, which have a great impact on my study, work and life. College students' employment anxiety can be defined as: college students' employment anxiety refers to that college students do not make psychological preparations in the face of employment, feel unable to grasp their own destiny, and do not know how to face employment competition, resulting in psychological conflicts or setbacks in employment. At present, affected by the international financial crisis, it is an indisputable fact that college students are facing a severe employment situation. In order to reduce costs, many enterprises have laid-off workers, which has exacerbated the employment anxiety of college students. Long-term anxiety is not conducive to the mental health development of college students, but also directly affects their employment effect. Therefore, the anxiety of college students has attracted the great attention of national leaders, university staff and researchers. So far, the research on college students' employment anxiety has achieved some results, which provides reference and support for college employment guidance.

Relevant research shows that the employment problem is an important factor leading to graduates' anxiety, that is to say, it reflects the universality of college students' employment anxiety. The researchers discussed the factors affecting the employment of college graduates and the reasons for employment difficulties. In the case of widespread employment anxiety among college graduates, the explanation of the huge differences between individuals is not detailed enough. Previous studies on employment anxiety are mostly aimed at college graduates and cannot cover all college students, which obviously cannot fully explain this problem. In this study, we believe that college students' employment anxiety refers to a complex emotional response that college students do not make psychological preparations in the face of employment, feel unable to grasp their own destiny, and do not know how to face employment competition, resulting in employment psychological conflict or frustration. College students have expectations and anxiety about employment. Employment anxiety is a kind of state anxiety, which gradually intensifies with the approaching of job selection and employment problems. After this problem is solved, employment anxiety will be reduced. Therefore, employment anxiety can be measured and studied as general anxiety. In short, in the case of an unsatisfactory employment environment, college students are facing greater employment pressure and challenges than ever before, showing varying degrees of anxiety. Their own regulation ability, cognition and coping style will greatly affect their emotional state. Therefore, this study studies the employment situation of college students from the perspective of psychological elasticity, in order to provide a new perspective for the development of employment psychological counseling in colleges and universities. Colleges and universities strive to cultivate college students' positive psychological quality and cultivate their healthy personality traits such as competitiveness, adaptability and stability.

Objective: This study aims to explore the relationship between psychological resilience and employment anxiety, and reveal the impact of students' psychological resilience construction on their employment anxiety, so as to take positive cognitive evaluation and coping styles to alleviate students' employment anxiety.

Research objects and methods: In order to ensure the representativeness of the sample, different universities were selected from five provinces. The types of schools include national key undergraduate colleges, provincial ordinary undergraduate colleges, independent colleges and junior colleges. Using the method of cluster stratified random sampling, 760 college students were selected from several universities. After deleting the invalid questionnaire, 658 valid questionnaires were obtained. Combined with the Ego Resiliency Scale (ER89), the level of students' psychological elasticity is measured. The scale has 14 items and adopts the 4-point scoring method. The higher the score, the better the students' psychological elasticity. At the same time, the employment anxiety of students is measured with the State-Trait Anxiety Inventory (STAI). The scale consists of 9 items and adopts the 4-point scoring method. The higher the score, the more serious the employment anxiety of students.

Methods: SPSS16.0 was used for all data's statistical processing.

Results: Figure 1 shows the correlation between college students' psychological elasticity and their employment anxiety. On the whole, college students' psychological elasticity is negatively correlated with their employment anxiety. The better their psychological elasticity is, the lower their employment anxiety is. This shows that in order to effectively alleviate students' employment anxiety, we should pay attention to the construction of students' psychological elasticity.

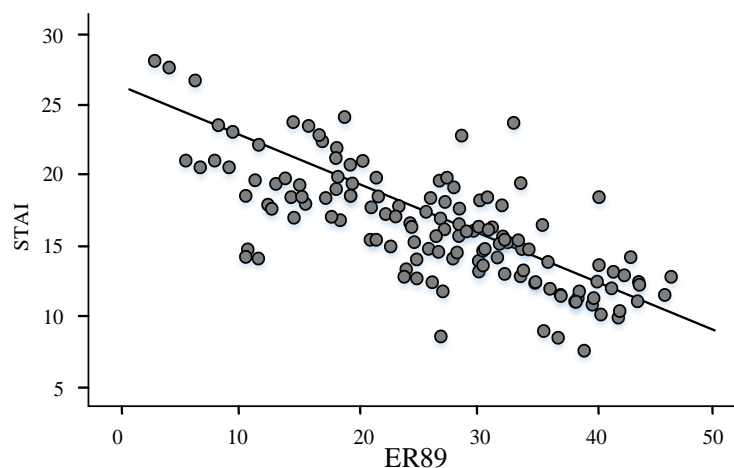


Figure 1. Correlation between students' psychological elasticity and their employment anxiety

Conclusions: When the employment environment is not ideal, college students are facing greater employment pressure and challenges than ever before, showing varying degrees of anxiety. The psychological elasticity of college students is negatively correlated with their employment anxiety. The better their psychological elasticity is, the lower their employment anxiety is. Therefore, all sectors of society should pay attention to the construction of students' psychological flexibility and cultivate their healthy personality traits such as competitiveness, adaptability, and stability, so as to effectively solve the employment anxiety of contemporary college students.

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THE APPLICATION OF TRADITIONAL CALLIGRAPHY ART IN FASHION DESIGN AND ITS INTERVENTION EFFECT ON PEOPLE WITH COLOR VISUAL IMPAIRMENT

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Background: 83.5% of the external information obtained by normal people depends on vision. For people with visual impairment, the obstacle of obtaining external information has brought many difficulties to their life, study and work. The difficulties they face are beyond the understanding of ordinary people. Color

vision disorders include color blindness or color weakness, which can be divided into congenital and postnatal according to the etiology. Congenital is mainly caused by heredity and less acquired. It is usually caused by some fundus diseases. In patients with color blindness, the most common are red and green color blindness, yellow and blue color blindness, and a few are panchromatic color blindness, that is, monochromatic vision. Colorblind people cannot recognize specific colors. Take red and green blindness as an example. Red and green blind people cannot distinguish between red and green. Color weakness is mainly due to the low color recognition function, which is lighter than color blindness. It is mainly divided into red weakness and green weakness. People with weak colors can see the colors seen by normal people, but their ability to recognize colors is very slow or poor. When the light is dark, some people are almost color blind or show color fatigue. For people with weak color and color blindness, the lightness and saturation of color have a great impact on their perception and discrimination of things. For high brightness and high saturation colors, their discrimination ability is very strong, but for low brightness and low saturation colors, their perception is more difficult. People with visual impairment are a group that needs special attention in today's society. In addition to the common psychological characteristics of normal people, they also have some unique psychological phenomena. Due to the differences of their own defects, living environment and visual defects, the psychology of people with visual impairment is also very different, but the main psychological manifestations are as follows: loneliness, inferiority complex, lack of sense of security, one-sidedness, doubt, dependence, and willfulness. In addition, among people with visual impairment, people with complete blindness and low vision are psychologically different from those with congenital visual impairment. Blind people and people with low vision have difficulty adapting to the sense of self-loss caused by impaired vision. In terms of self-identity, they were neither healthy nor able to attribute themselves to people with impaired vision. They are less willing to learn skills such as learning, travel, and daily life. At the same time, they don't want people to know that their eyesight is damaged, which makes them lonelier and more sensitive to losing themselves.

China's current economic development level is improving day by day, and the living standards of the majority of citizens have gradually stepped to a new level. In this case, people have higher standards for clothing. In today's society, fashion design, as a practical art, has gradually entered the public view, and can even become the focus of public opinion. At the same time, with the further improvement of cultural self-confidence, the proportion of excellent traditional culture and traditional element symbols in people's aesthetic and daily needs is gradually increasing. As a representative cultural and artistic treasure in Chinese traditional culture, calligraphy not only has strong aesthetic value but also has unique practical value and collection value. Chinese calligraphy has a profound historical origin. Inheriting Chinese calligraphy is an important responsibility of every Chinese. Therefore, the combination of traditional calligraphy art and fashion design has the creativity and skill of design. Relevant studies have pointed out that the integration of traditional calligraphy and fashion design is of positive significance for people with color vision impairment, which can significantly enhance the psychological development of people with color vision impairment. Based on this, this study constructs an intervention model integrating traditional calligraphy and fashion design, in order to solve the psychological problems of people with color vision impairment, and open another "colorful" art window for people with color vision impairment.

Objective: This study constructs an intervention model integrating traditional calligraphy and fashion design, which aims to solve the psychological problems of people with color vision impairment, promote the self-adaptation and self-identity ability of people with color vision impairment, and meet their future life with a new attitude.

Research objects and methods: 100 patients with color vision impairment were randomly selected as the research object. A scheme integrating traditional calligraphy and fashion design was adopted to carry out psychological intervention on patients with color vision impairment. The intervention period was 3 months. The psychometric scale, designed by ourselves in combination with the psychological characteristics of patients with color vision impairment, includes seven dimensions: loneliness, inferiority complex, lack of security, one-sidedness, doubt, dependence, and willfulness. The higher the score, the more serious the psychological problems of patients with color vision impairment.

Methods: The data were analyzed by SPSS20.0 data statistics software.

Results: Table 1 shows the psychological changes of patients with color vision impairment before and after the intervention of integrating traditional calligraphy and fashion design. It can be seen from Table 1 that compared with before the intervention, the psychological problems of patients with color vision impairment were alleviated after the intervention of integrating traditional calligraphy and fashion design ($P < 0.05$).

Conclusions: The intervention mode integrating traditional calligraphy and fashion design can effectively improve the psychological problems of patients with color vision impairment, which is worthy of popularization and application in the specific treatment of patients with color vision impairment.

Table 1. Psychological changes of patients with color vision impairment before and after the intervention of integrating traditional calligraphy and fashion design

Dimensions of psychological problems	Before intervention	After intervention	<i>P</i>
Loneliness	4.15±0.67	1.72±0.71	<0.05*
Inferiority	3.03±0.61	1.95±0.70	<0.05*
Lack of security	4.06±0.79	2.28±0.64	<0.05*
One sidedness	3.34±0.76	2.39±0.67	<0.05*
Doubt	4.65±0.81	1.97±0.64	<0.05*
Dependence	3.78±0.66	1.97±0.67	<0.05*
Willfulness	4.00±0.59	2.12±0.77	<0.05*

Note: **P* < 0.05, comparison of psychological changes before and after the intervention.

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THE CULTIVATION OF COLLEGE STUDENTS’ INNOVATION AND ENTREPRENEURSHIP ABILITY BY IDEOLOGICAL AND POLITICAL EDUCATION FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology is a branch of psychology that studies the educational process. The emergence of educational psychology is a historical process in which psychology and education are combined and gradually form an independent branch. In short, educational psychology is a science that studies the laws of all aspects of the learning and teaching process. Specifically, it has the following aspects: first, the characteristics of educators. Educational psychology first needs to understand the characteristics of the executors of the educational process, that is, teachers, and the impact of these characteristics on the teaching process. Every educator has his own set of teaching ideas and methods, and the personality characteristics of educators will also affect the educational process. For example, strict educators prefer traditional teaching methods, and the response of educational objects is more constrained. In front of democratic and lively educators, educational objects can express themselves more freely. Second, the characteristics of educational objects. As educational objects, most of them have their own learning philosophy. In education, they advocate “teaching students according to their aptitude”, that is, according to the different characteristics of educational objects, giving different education, putting forward different requirements, and adopting different teaching methods and methods. Therefore, educators must understand the personality characteristics of the educational object and its learning motivation, learning ability and learning habits. Only in this way can education be targeted and education can give full play to its effectiveness. Therefore, educational psychology must also understand the other half of the participants in the educational process, that is, the educational object, and pay attention to teaching students according to their aptitude. Third, educational methods. The influence of different educational methods on different subjects and different teaching contents, and how educators cooperate with teaching methods to achieve good teaching results are also the research content of educational psychology.

Innovation and entrepreneurship are parallel. All successful entrepreneurs have experienced systematic innovation practice, so we can’t talk about innovation without entrepreneurship. Relevant studies have pointed out that there is a positive correlation between innovation and entrepreneurial sharing and economic growth. Promote the virtuous circle effect, better entrepreneurship and innovation will promote economic activities, and economic activities will also have a positive impact on innovation and entrepreneurship activities. Innovation and entrepreneurship education is a new concept education method that combines innovation education and entrepreneurship education. At the same time, give consideration to the cultivation of students’ thought and practice, pay attention to cultivating students’ innovative spirit, entrepreneurial consciousness, entrepreneurial thinking and practical ability, constantly tap students’

potential and realize students' innovative and entrepreneurial behavior. The speed of social development is gradually accelerating, and the speed of social multiculturalism entering the campus is beyond imagination. Under the background of the gradual deepening of domestic comprehensive education reform, mental health education has been highly valued by colleges and universities. In view of this, this study constructs a new ideological and political education model based on the perspective of educational psychology, so as to investigate the positive role of the ideological and political education model facing educational psychology in cultivating college students' innovation and entrepreneurship ability.

Objective: From the perspective of educational psychology, this paper comprehensively and systematically summarizes the psychological characteristics, existing problems and related influencing factors of university innovation and entrepreneurship ability, and constructs the ideological and political education model based on educational psychology, in order to point out the path for improving university innovation and entrepreneurship ability, in order to achieve the innovation and entrepreneurship behavior of college students.

Research objects and methods: 100 students were randomly divided into the control group and experimental group, with 50 students in each group. Among them, the control group adopted traditional ideological and political education, while the experimental group adopted ideological and political education based on educational psychology for one month. The innovation and entrepreneurship ability of students is measured in combination with the innovation and entrepreneurship ability scale of college students. The scale has 13 items and adopts the 5-level scoring method. The higher the score, the higher the innovation and entrepreneurship ability of students.

Methods: SPSS16.0 software was used for statistical processing.

Results: Table 1 shows the comparison of the scores of innovations and entrepreneurship ability between the two groups of college students. On the whole, compared with the traditional ideological and political education model, after the implementation of the ideological and political education intervention based on educational psychology for one month, the total score of students' entrepreneurial ability and the scores of all dimensions are improved, which shows that the ideological and political education model based on educational psychology can effectively improve students' innovative and entrepreneurial ability.

Table 1. Comparison of scores of innovations and entrepreneurship ability between the two groups of college students (*n*=100)

Project	Control group (<i>n</i> =50)	Experience group (<i>n</i> =50)	<i>P</i>
Achievement motivation	2.15	4.63	<0.05
Opportunity recognition ability	2.17	4.59	<0.05
Interpersonal skills	2.44	4.39	<0.05
Be quick-witted	2.26	4.15	<0.05
Professional knowledge	2.18	4.17	<0.05
Willpower	2.63	4.44	<0.05
Self-confidence	2.59	4.26	<0.05
Self-management ability	2.39	4.18	<0.05
Independence	2.15	4.78	<0.05
Organizational consciousness	2.17	4.43	<0.05
Adaptability	2.63	4.29	<0.05
Service consciousness	2.59	4.23	<0.05
Total score	39.46	55.46	<0.05

Conclusions: In the process of building a national innovation system and creating an innovation and entrepreneurship atmosphere, college students' innovation and entrepreneurship education is important work. Through innovation and entrepreneurship education, cultivate innovation and entrepreneurship talents, drive and promote the innovation and entrepreneurship activities of the whole society, and promote the development of the national economy. The ideological and political education model based on educational psychology can significantly improve the innovation and entrepreneurship ability of contemporary college students, which is worthy of popularization and application in college education.

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ON THE REFORM OF LOGISTICS MANAGEMENT IN COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF COMMUNICATION PSYCHOLOGY

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Background: As the name suggests, communication psychology is an interdisciplinary subject of communication and psychology. It is not only a branch of applied psychology, but also a branch of communication. It has the dual nature of natural science and social science. It relies more on the research methods of social science, but it also has humanism. Communication psychology is called interdisciplinary because its parent disciplines mass communication and psychology are interdisciplinary. As a branch of applied psychology, psychology has two modes of communication. First, from the perspective of general psychology, communication psychology is divided into a branch of psychology. Second, from the perspective of applied psychology, communication psychology is classified into the category of applied psychology. The so-called applied psychology refers to the general name of disciplines that apply the principles and rules of psychology to various practical fields. In short, communication psychology can be divided into a branch of psychology or applied psychology, whether in the field of large communication perspective or in the field of applied psychology. In short, communication is a subject that studies how human beings use symbols to transmit social information. Psychology generally believes that the definition of symbols is a science that studies the occurrence, development and change law of psychological phenomena. In the process of the formation of communication, psychology is used to study the law of psychological activities as psychology. It enriches and enriches the research content of communication by excavating the internal driving force and emotional factors of communication phenomena, so that communication-based on macro research and process research can learn from micro research and psychological research. As one of the most humanized and humanized social activities, communication also adds new research content and discourse space to psychological research. The psychological phenomena and activity laws of communicators, gatekeepers, intermediaries and audiences in communication activities are also what people want to understand, which also makes psychological research more realistic and practical. Relevant research points out that since the new era, communication psychology has covered all fields of life. In recent years, the reform of the management model based on communication psychology has become one of the research hotspots.

The refined management of logistics in colleges and universities refers to comprehensively implementing responsibilities, clarifying responsibilities, refining and optimizing the whole management process, realizing the specialization of organizational structure, the institutionalization of management mode and the standardization of work mode on the basis of paying attention to standards and norms. It mainly includes two aspects: on the one hand, the implementation of full staff management. In daily work, each employee participates in the implementation and organization of enterprise management activities, and determines appropriate standards for post quantification, workflow and compounding, so as to achieve the best work effect. On the other hand, realize the whole process management. In every link of work management, we should pay attention to each link to make each link interrelated and realize detail management. Relevant research points out that communication psychology plays an important role in promoting the fine management of logistics in colleges and universities, which not only meets the requirements of modern management, but also meets the needs of the reform and development of colleges and universities. In view of this, this study constructs a refined management model of university logistics based on communication psychology, in order to make the university logistics service more detailed and comprehensive.

Objective: To explore the application effect of the refined management mode of university logistics based on communication psychology, in order to provide new ideas and methods for improving university logistics management.

Research objects and methods: 250 college students were randomly selected as the research object to carry out the intervention of refined management mode of college logistics based on communication psychology for one month. The application effects of refined management mode of college logistics based on communication psychology before and after the intervention were compared and analyzed. The application effect is carried out by satisfaction evaluation, including dissatisfaction, satisfaction and very satisfaction.

Methods: Obtain student satisfaction before and after the intervention of the refined management mode of logistics in colleges and universities based on communication psychology through SPSS21.00 data statistical analysis software.

Results: Table 1 shows the student satisfaction before and after the intervention of the refined management model of logistics in colleges and universities based on communication psychology. It can be seen from Table 1 that compared with the implementation of the refined management mode of logistics in colleges and universities based on communication psychology before the intervention, the dissatisfaction

rate of students is only 10% one month after the intervention, while the proportion of satisfaction and very satisfaction is 90%. There is a statistical difference before and after the intervention ($P < 0.05$). This shows that the refined management model of logistics in colleges and universities based on communication psychology has a good application effect.

Table 1. Students' satisfaction before and after the intervention of refined logistics management model in colleges and universities based on communication psychology [n (%)]

Category	Dissatisfied (%)	Satisfied	Very satisfied
Before intervention	50 (20)	125 (50)	75 (30)
After intervention	25* (10)	50* (20)	175* (70)

Note: * $P < 0.05$, compared with the satisfaction of students before intervention.

Conclusions: The intervention of refined management mode of university logistics based on communication psychology has achieved good application results. Compared with before the intervention, students have higher satisfaction, so it is worth popularizing and applying in university logistics management.

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ON THE TEACHING REFORM PATH OF HIGHER VOCATIONAL ART EDUCATION FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: "Educational psychology" is a science that studies the basic psychological laws of situational learning and teaching in schools. It is also a branch of psychology, which studies the psychological activities of educators and students and their generation and change laws in the process of education and teaching. It is a marginal subject between educational science and psychological science. At present, in order to meet the needs of the continuous development of education, the task of educational psychology is also increasing, and the research object is also gradually expanding. With the increasing attention of education to people's all-round development, educational psychology has shifted from the initial focus on the research of learning psychology and the discussion of learning laws to the cultivation of moral behavior, independent thinking and practical ability. Specifically, educational psychology includes three aspects: first, the characteristics of educators. Educational psychology first needs to understand the characteristics of the executors of the educational process, that is, teachers, and the impact of these characteristics on the teaching process. Every educator has his own set of teaching ideas and methods, and the personality characteristics of educators will also affect the educational process. Second, the characteristics of educational objects. As the object of education, educators must understand the individual characteristics of the object of education and its learning motivation, learning ability and learning habits. Only in this way can education be targeted and play a full role. Third, educational methods. The influence of different educational methods on different subjects and different teaching contents, and how educators cooperate with teaching methods to achieve good teaching results are also the research content of educational psychology.

As an art form, the fundamental purpose of art education is to further improve and even sublimate people's psychological quality and even ideological realm, and promote the all-round development of personality through the cultivation of aesthetic sentiment. Human education is comprehensive. As a form of education, it is not enough to explore the educational function only from the perspective of art theory or painting skills. Under the diversified educational concept, higher vocational art education should also explore the fundamental function of art education from the perspective of educational psychology, realize the combination of art education and psychological education, and explore the mutual influence and promotion relationship in the process of education is the development trend of future education. Combining higher vocational art education and educational psychology into teaching practice is the best way to promote the development of art education and educational psychology. Higher vocational art education should abandon the previous closed teaching methods, adopt open teaching methods, be people-oriented, guide students to think and create independently, and grasp the connotation of art as a whole. The change of teaching methods is inseparable from the subjectivity of students. Educating students to respect, share

and cooperate with rich and diverse teaching methods, effectively adjusting personal psychological changes and maintaining a healthy and good state of mind is also a powerful weapon for students to face the complex and changeable social reality. In view of this, starting from the essence of higher vocational art education and from the perspective of educational psychology, this paper discusses the role of higher vocational art education in the cultivation of people's psychological quality, as well as the relationship between educational psychology and higher vocational art education, in order to help shape higher vocational art psychology education in the future.

Objective: From the perspective of educational psychology, this paper summarizes the psychological characteristics, existing problems, and influencing factors of the traditional higher vocational art education curriculum, and constructs the curriculum reform mode of higher vocational art education based on educational psychology, which aims to improve the positive personality of higher vocational students in the process of art learning, in order to reshape the emotion and psychological cognition of higher vocational students for art curriculum.

Research objects and methods: 100 students majoring in fine arts in a higher vocational college were randomly divided into control group and experimental group, with 50 students in each group. Among them, the control group took the traditional art education curriculum, while the experimental group took the art curriculum based on educational psychology for 3 months. The positive personality of students is measured in combination with the positive personality scale. The scale has 88 items, including 24 dimensions. The higher the score, the more stable the corresponding positive personality is. Finally, it analyzes and compares the changes of students' positive personalities under the two teaching methods of art courses in higher vocational colleges.

Methods: All data were statistically processed by SPSS22.0 software.

Table 1. Comparison of positive personality scores between two groups of higher vocational art students ($n=100$)

Factors of positive personality	Before intervention	After intervention	<i>P</i>
Creativity	3.15±0.67	5.12±0.77	<0.05*
Curiosity	3.03±0.61	6.38±0.77	<0.05*
Judgment	3.06±0.79	6.51±0.84	<0.05*
Studious	3.34±0.76	6.72±0.71	<0.05*
Insight	3.65±0.81	6.01±0.62	<0.05*
Brave	3.78±0.66	6.59±0.63	<0.05*
Insist	4.00±0.59	5.97±0.67	<0.05*
Sincere	3.09±0.65	5.12±0.77	<0.05*
Enthusiasm	3.09±3.60	6.38±0.77	<0.05*
Love	3.66±0.74	6.51±0.8	<0.05*
Kindhearted	3.56±0.68	6.72±0.71	<0.05*
Intelligence	3.77±0.73	5.95±0.70	<0.05*
Team	3.78±0.69	4.28±0.64	<0.05*
Fair	3.15±0.67	6.39±0.67	<0.05*
Leadership	3.03±0.61	6.97±0.64	<0.05*
Tolerant	3.06±0.79	5.97±0.67	<0.05*
Modest	3.34±0.76	5.12±0.77	<0.05*
Cautious	3.65±0.81	6.38±0.77	<0.05*
Autonomy	3.78±0.66	5.12±0.77	<0.05*
Appreciate	4.00±0.59	6.38±0.77	<0.05*
Gratitude	3.09±0.65	6.51±0.84	<0.05*
Hope	3.09±3.60	6.72±0.71	<0.05*
Humor	3.66±0.74	6.01±0.62	<0.05*
Faith	3.56±0.68	6.59±0.63	<0.05*

Note: * $P < 0.05$, comparison of positive personality before and after the intervention.

Results: Table 1 shows the comparison of positive personality scores between the two groups of higher vocational art students. On the whole, compared with the traditional higher vocational art curriculum, after the implementation of the higher vocational art reform curriculum based on educational psychology, the students' positive personality scores have improved in all dimensions ($P < 0.05$). This shows that the higher vocational art curriculum reform model based on educational psychology can effectively improve students' positive personalities.

Conclusions: The reform model of higher vocational art curriculum based on educational psychology can

significantly improve the positive personality of art students, and then it is of great significance to reshape students' psychological cognition of art curriculum.

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ANALYSIS ON THE IMPORTANCE OF MEDICAL NURSING IN THE TREATMENT OF CENTRAL NERVOUS SYSTEM DISEASES

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Background: The central nervous system is an important nervous system of the human body. It is mainly composed of human brain nervous system and spinal cord nervous system. It organically combines the nerves in the human body to realize the transmission and reception of all information in the human body. The pathology of central nervous system diseases mainly occurs in the neural tube, neural crest, spinal cord or brain. The clinical symptoms are as follows: in recent years, with the rapid development of neurological technology in the medical field, new breakthroughs have been made in the research of human central nervous system diseases, such as high fever, headache and dizziness, blurred consciousness, nausea and vomiting, difficulty in movement, hemiplegia, language disorder, partial limb weakness, neck stiffness, epilepsy and so on. In recent years, the research and development of central nervous system (CNS) drugs is particularly active in the medical community at home and abroad. At present, there are more than 180 kinds of central nervous system drugs in clinical use in China. Among central nervous system drugs, antipsychotics include antipsychotics, antidepressants and anxiolytics. Among them, antipsychotics are mainly used to treat schizophrenia, so they are also called schizophrenia drugs. After the advent of such drugs, about 2/3 of patients can get different degrees of improvement, but 1/3 of patients are in a non-reactive state. In terms of pharmacological effects, the dopamine hypothesis has attracted the most attention in the past 30 years. All antipsychotics can block dopamine receptors, and blocking the dopamine D2 receptor is the basis of the curative effect. Antidepressants treat depression. Its symptoms are characterized by sadness, disappointment and depression. In addition, there are anxiety, slow action, slow thinking, self-blame and inferiority delusion, insomnia, headache, loss of appetite and so on. Studies have shown that depression is associated with an imbalance in the levels of various neurotransmitters in the brain, including norepinephrine, monoamine oxidase and serotonin. According to the pharmacological mechanism of drugs, new antidepressants can be divided into four categories: serotonin reuptake inhibitors. Serotonin-norepinephrine reuptake inhibitor. Reversible monoamine oxidase-A inhibitor. Antidepressants with dual effects on serotonin. The main treatment objects of anti-anxiety drugs are anxiety and panic disorder, including obsessive-compulsive disorder, hysteria and crowd phobia. The prevalence of anxiety disorder abroad is about 5%, lower than that of neurasthenia in China. Methyl alanine is the first listed anti-anxiety drug, which has been gradually eliminated and replaced by later developed benzodiazepines. The diagnosis of central nervous system diseases can be determined by the combination of CT, Magnetic Resonance Imaging (MRI), superconducting Magnetic Resonance Spectroscopy (MRS) and other basic examinations.

Relevant studies have pointed out that neurology nursing plays an important role in the treatment of central nervous system diseases. The traditional neurology nursing management model and concept have been difficult to meet the needs of social development. Therefore, reforming the existing nursing management methods and introducing the latest nursing management model plays an important role in improving the quality of nursing work in neurology. The application of fine management mode in the nursing management of neurology department can not only effectively reduce the cost of medical service, but also greatly improve the quality of hospital medical service, which is of positive significance to promoting the healthy and sustainable development of the hospital in the future. In view of this, this paper will discuss in detail the clinical application effect of neurology nursing based on refined management in the treatment of central nervous system diseases.

Objective: This paper explores the application effect of neurology nursing based on detailed management in the treatment of central nervous system diseases, in order to ensure the life, health and safety of patients with central nervous system diseases and improve patients' satisfaction with the nursing effect of neurology, so as to provide a new nursing strategy for the treatment of central nervous system diseases.

Research objects and methods: 110 patients with central nervous system diseases treated in the Department of Neurology of our hospital from January 2019 to January 2020 were randomly divided into

control group and intervention group, with 55 cases in each group. The control group was treated with routine nursing, and the intervention group was treated with neurology nursing with fine management. The recovery of central nervous system diseases was assessed by the National Institutes of Health Stroke Scale (NIHSS), with a full score of 42. The specific evaluation criteria are: 0-1 points are normal or close to normal, 2-4 points are mild symptoms, 5-15 points are moderate symptoms, 16-20 points are moderate to severe symptoms, and 21-42 points are severe symptoms. The changes in neurological function before and after nursing were compared between the two groups.

Methods: SPSS16.0 software was used for data statistical processing.

Results: Table 1 shows the application effects of two nursing methods in the treatment of central nervous system diseases. According to Table 1, there was no significant difference in NIHSS scores between the two groups before nursing ($P > 0.05$). After nursing, the NIHSS score of the two groups decreased ($P < 0.05$), and the NIHSS score of the intervention group was lower than that of the control group. This shows that neurology nursing based on detailed management has a good nursing effect in the treatment of central nervous system diseases.

Table 1. Application effect of two nursing methods in the treatment of central nervous system diseases ($n=110$)

Group	Number of cases	NIHSS score		<i>t</i>	<i>P</i>
		Before nursing	After nursing		
Intervention group	55	16.50±3.50	5.20±1.00	26.514	0.000
Control group	55	16.00±3.22	8.50±1.50	15.478	0.000
	<i>t</i>	0.485	13.575	-	-
	<i>P</i>	0.400	0.00	-	-

Conclusions: As a scientific modern management technology, the application of fine management in the nursing management of hospital neurology department can effectively reduce the NIHSS score of central nervous system diseases, so as to improve the nursing quality of central nervous system diseases, which is worthy of clinical application.

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THE INFLUENCE OF THE INTEGRATION OF RED CULTURE INTO IDEOLOGICAL EDUCATION IN COLLEGES AND UNIVERSITIES ON STUDENTS' MENTAL HEALTH QUALITY IN THE CONTEXT OF NEW MEDIA

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Background: College students are a new force in the construction of China's socialist cause. They shoulder a very important mission in the great rejuvenation of the country and nation. Their own physical and mental health is the premise for them to complete their mission and give full play to their value. However, influenced by various subjective and objective factors, the current situation of college students' physical and mental health is not optimistic. In terms of mental health, many college students have more or less psychological problems, and even develop mental diseases. The reason for this situation is not only closely related to the fact that most contemporary college students are only children, spoiled from childhood, have weak psychological quality and are vulnerable to external influence, but also closely related to the weak development of college students' mental health education. What is college students' mental health education? Or what is the content of college students' mental health education? It is the cornerstone of college students' mental health education research. Only on the premise of clarifying the content of mental health education can mental health education be carried out in an orderly manner. Generally speaking, the content of college students' mental health education mainly includes the following

two points: first, the correction of psychological problems. Influenced by various subjective and objective factors such as family environment and employment situation, the incidence of college students' psychological problems is rising, which seriously affects the healthy growth of college students. Second, the development of mental health. Mental health is not only an important part of physical and mental health, but also an indispensable part of college students' learning, growth and life. The mental health of college students directly determines the final result of college education and their own development prospects. The core content of college students' mental health education is to guide college students to cultivate a positive and healthy mental outlook and living state with different forms of educational methods and means. In short, as an important part of higher education, mental health education is not only an important link in the growth and development of college students, but also the objective need for colleges and universities to practice the concept of quality education and fulfill the responsibility of talent training. At the same time, college students' mental health education also plays an inestimable role in the country.

Facing the new media environment of value diversification, political multi-polarization and economic globalization, in order to fully broaden the teaching resources and teaching ideas of ideological and political education and promote the psychological development of college students in the right direction, it is necessary to incorporate the red culture containing rich cultural value, historical material value and political value into the construction of contemporary ideological and political education, in the process of realizing the healthy and sustainable development of red culture, we should achieve the goal of stabilizing the mental health of modern college students. Because the shock and appeal beyond time and space contained in the advanced red culture is not only the voice and theme of contemporary ideological and political education, but also the key to boost the Chinese spirit and infuse the cultural gene. It can be said that the ideal and belief fire of red culture is good medicine to solve the physical and mental problems of contemporary college students facing the complex new media environment. In view of this, facing the complex new media context, this study constructs a new ideological and political education model in colleges and universities based on red culture, and on this basis, analyzes the mental health problems of modern college students, so as to continuously output the main force of all-round physical and mental development for the construction of China's socialist cause.

Objective: In order to accurately grasp the psychological changes of college students and improve the mental health level of college students, starting from the background of the new media environment, this study constructs a teaching mode of ideological and political education in colleges and universities based on red culture, in order to carry forward China's excellent red culture on the basis of ensuring the physical and mental health of college students.

Research objects and methods: 300 students from a university were randomly divided into control group and experimental group, with 150 students in each group. Among them, the control group adopted traditional ideological and political education, while the experimental group adopted ideological and political education based on red culture for half a semester. The mental health status of college students was assessed with SCL-90, which includes 10 factors such as somatization, interpersonal sensitivity, depression, paranoia and anxiety. Each factor item is evaluated with a five-level scoring standard of 1-5 points. Finally, the mental health changes of the two groups of college students before and after the intervention were compared and analyzed.

Methods: All data were statistically processed by SPSS18.0 software.

Table 1. Comparison of self-assessment scores of mental health between the two groups of college students ($n=300$)

Project	Control group ($n=150$)	Experience group ($n=150$)	<i>P</i>
Somatization	2.15	1.28	<0.05
Obsession	2.17	1.85	<0.05
Sensitive	2.44	1.70	<0.05
Depressed	2.26	1.51	<0.05
Anxious	2.18	1.40	<0.05
Hostile	2.63	1.45	<0.05
Fear	2.59	1.32	<0.05
Paranoid	2.39	1.53	<0.05
Psychotic	2.15	1.44	<0.05
Ad-items	2.17	1.47	<0.05

Results: Table 1 shows the comparison of self-assessment scores of mental health between the two

groups of college students. On the whole, compared with the traditional ideological and political education model, the scores of students' self-assessment of mental health decreased half a semester after the implementation of ideological and political education intervention based on educational red culture ($P < 0.05$). This shows that the ideological and political education model based on red culture can effectively improve students' mental health.

Conclusions: Facing today's society of value diversification, political multi-polarization and economic globalization, red culture, as the witness and recorder of the historical development of Chinese revolution, contains rich cultural value, historical material value and political value. This undoubtedly determines the status and role of the integration of red culture into contemporary ideological and political education, that is, to broaden the teaching resources of ideological and political education, guide the all-round and healthy development of students' body and mind, and promote the construction of socialist core value system.

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THE INNOVATION OF COLLEGE ENGLISH INFORMATION TEACHING UNDER THE BACKGROUND OF DIVERSIFICATION AND ITS IMPACT ON COLLEGE STUDENTS' ANXIETY

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Background: With the continuous progress of social and economic development, the application of the "informatization" action plan under the diversified background has gradually expanded to all aspects of daily life, promoting the innovation and development of all walks of life. The industrial platform of diversification + informatization mainly combines the Internet industry with other traditional industries through the information network platform, makes full use of the advantages and advantages of information and communication technology, and opens up a new development ecology. Under the background of "informatization", the education industry has ushered in new opportunities for innovation and development, and the college English teaching model is also significantly innovated and optimized. From the perspective of "informatization under diversified background", the innovation and upgrading of college English teaching ideas and models can effectively improve the effectiveness of college English teaching, enhance college students' enthusiasm and initiative in learning English, ensure that college English teaching conforms to the trend of the times and meet the needs of college students' English learning and all-round development. In the process of daily study and life, college students often face pressure from study, employment and interpersonal communication. Because their psychological development is in a key stage, anxiety is very common among college students.

In China, college English education is a very important part of the higher education system. As an important compulsory subject in higher vocational colleges, modern college students' English foundation is generally weak and their English level is relatively low. Most college students have a certain fear and weariness of English learning. They have great psychological pressure and anxiety in the English classroom. This is because language learning is a very complex psychological process. The whole process of language learning is bound to be deeply affected by psychological and emotional factors. Among all affective factors, anxiety is a major factor affecting students' English learning and is considered to be one of the most critical psychological variables. Studies at home and abroad have shown that affective factors have a great impact on students' foreign language learning. As an important factor in emotional factors, anxiety is considered to be the most important and one of the most critical psychological variables. In the whole process of foreign language learning, foreign language anxiety has a great impact on learning results. Foreign language anxiety is a psychological term put forward by American psychologist Horwitz in 1986. Horwitz believes that foreign language anxiety is related to foreign language learning. Foreign language anxiety exists in the whole process of students' foreign language learning, from acquiring knowledge to applying knowledge. As a result, the level of anxiety plays an important role in one's foreign language learning. Compared with the commonly used traditional teaching methods, a more effective teaching method to alleviate students' foreign language anxiety is worth exploring. In view of this, based on the teaching background of "diversification + informatization", this paper carries out the innovation and optimization of college English teaching, in order to alleviate the anxiety of college students, shape their healthy personality and improve their psychological quality.

Objective: Based on the teaching background of "diversification + informatization", this paper launches the innovative design of college English informatization teaching, aiming to enrich the diversity and interest

of college English informatization teaching. At the same time, it actively discusses the role of college students' English informatization innovation teaching under the diversified background in alleviating college students' English learning anxiety, so as to improve the learning ability and learning level of college students while shaping college students with sound body and mind.

Research objects and methods: 300 students from different universities were divided into two groups by random number table method, namely control group and experimental group. There are 150 college students in each group. The control group adopted the traditional college English teaching mode. The experimental group adopted the innovative education model of college English information teaching under a diversified background. After one semester of intervention, the Self-rating Anxiety Scale (SAS) was used to compare the anxiety of the two groups of college students. The higher the score of SAS, the more obvious the anxiety of college students and the more serious the anxiety symptoms. Finally, the changes in English learning anxiety levels of the two groups of college students before and after the intervention are compared and analyzed.

Methods: All data were statistically processed by SPSS18.0 software.

Results: Table 1 shows the comparison of English learning anxiety between the two groups of college students. On the whole, compared with the traditional college English education model, after the implementation of the innovative education model of college English information teaching based on the diversified background for one semester, the students' English learning anxiety level decreased ($P < 0.05$). This shows that the innovative education model of college English information teaching based on a diversified background can effectively improve college students' English learning anxiety.

Table 1. Comparison of English learning anxiety between the two groups ($n=300$)

Project	Control group ($n=150$)	Experience group ($n=150$)	<i>P</i>
Anxious learning	8.17±3.71	6.15±2.32	<0.05
Communication anxiety	4.19±3.25	3.63±2.23	<0.05
Loneliness tendency	5.63±2.23	3.45±2.58	<0.05
Self-reproach tendency	6.15±2.32	3.46±1.45	<0.05
Sensitive tendency	6.42±3.71	3.45±2.58	<0.05
Physical symptoms	6.88±2.23	3.46±1.45	<0.05
Terrorist tendency	3.46±1.45	2.45±2.58	<0.05
Impulsive tendency	3.45±2.58	1.46±3.25	<0.05
Total score	41.09±17.34	35.91±19.71	<0.05

Conclusions: In the process of college English learning, college students often face great learning pressure. Due to the fear or resistance to English learning difficulties, college students have a certain degree of anxiety, which affects their mental health level. Under the background of “diversification + informatization”, the reform and optimization of college English teaching mode can be realized by making rational use of Internet technology. It can abandon the disadvantages of traditional college English teaching mode, eliminate college students' fear and psychological pressure on English learning, and effectively improve college students' classroom awareness and English learning enthusiasm.

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DESIGN AND IMPLEMENTATION OF XINJIANG MINORITY MUSIC EDUCATION RESOURCE BANK FROM THE PERSPECTIVE OF COGNITIVE PSYCHOLOGY

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Background: China is a country with multi-ethnic and multi-cultural coexistence. With the social development and progress, the protection and inheritance of ethnic minority traditional culture have been paid more and more attention by the state. As an important gathering place of ethnic minorities in China, Xinjiang has given birth to a large number of ethnic minority traditional cultures. Among them, ethnic minority music culture, as a key part of Chinese national culture, has extremely important value. The inheritance of minority music culture in Xinjiang is a systematic project. In order to carry out long-term inheritance and protection of minority music culture in Xinjiang, China has put forward a large number of

protection measures, including the construction of inheritance mode, among which the education mode is the most convenient. The educational inheritance of Xinjiang minority music culture is to cultivate professionals with minority music literacy and skills through teaching. Building a perfect teaching resource library in education and teaching can improve teaching efficiency. As the key to the construction of digital campus, in order to realize the correct distribution of teaching materials and avoid the unsatisfactory teaching effect caused by blind query, cognitive psychology theory is introduced to guide the construction of teaching resources.

Cognitive psychology theory includes perceptual processing theory, central energy theory, cognitive memory structure and process theory and problem-solving theory. The above four theories need to be applied interactively in the design of Xinjiang minority music education resource database. Firstly, cognitive psychology believes that human knowledge and experience are closely related to human perception. The perceptual processing theory suggests that the construction of educational resource database needs a large number of examples to eliminate wrong ideas in teaching. According to the central energy theory, attention is limited. In education, students will pay attention to the distribution of different resources when facing a large amount of data, resulting in students' inability to concentrate on learning. According to the cognitive memory structure and process theory, teaching resources should be situational, construct significant memory points, and promote students' memory transformation in music education. Problem solving theory holds that in music education and teaching, we need to find problem representation according to students' cognitive memory points and solve it at the same time. In a word, cognitive psychology starts from human cognition and follows people's cognitive psychology when accepting foreign objects, so as to put forward corresponding communication means, which can achieve the effect of common progress in education.

Objective: To construct the educational resource database through the relevant theories of cognitive psychology, and use the educational resource database to realize the music education and inheritance of ethnic minorities in Xinjiang.

Methods: A questionnaire was constructed to investigate the current situation of minority music teaching in three schools in Xinjiang, analyze the students' cognitive psychology in minority music education in Xinjiang, and build a teaching resource database with personalized cognitive psychology characteristics. At the same time, the constructed minority music education resource database is applied to music teaching in three colleges and universities to evaluate the implementation effect of Xinjiang minority music education resource database from the perspective of cognitive psychology.

Results: A total of 200 students in the three schools participated in the questionnaire survey, 198 questionnaires were recovered and 194 valid questionnaires were obtained. Quantify the influence value of specific factors in the questionnaire as level 0-4. 0 means irrelevant, 1 means slight impact, 2 means general impact, 3 means obvious impact and 4 means complete impact. The questionnaire shows that the impact of four cognitive psychological theories, namely perceptual processing theory, central energy theory, cognitive memory structure and process theory and problem-solving theory, on the construction of Xinjiang minority music education resource bank is level 4, 3, 4 and 4 respectively, as shown in Table 1.

Table 1. The influence of cognitive psychology on the construction of educational resource database

Index	Perceptual processing	Central energy	Cognitive memory structure and process	Problem solving
Educational resource bank	4	3	4	4

Conclusion: The construction of educational resource database is the basis of ensuring school education and teaching. In order to improve teaching efficiency, we need to start with teaching practice and pay attention to the cognitive psychology of students and teachers on the basis of following the guidance of scientific educational theory. By following the cognitive psychology of students and teachers, the construction of Xinjiang minority music education resource bank will help to realize the protection and inheritance of Xinjiang minority music culture. And the application of cognitive psychology in Xinjiang minority music education can provide reference value for college education and teaching, stimulate colleges and universities to give full play to their own strength in the inheritance of traditional culture, and improve students' enthusiasm for the protection of China's minority culture.

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NEW PATH OF EMPLOYMENT GUIDANCE IN HIGHER VOCATIONAL COLLEGES FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: The development of social economy not only provides jobs for the employed, but also brings many challenges. Among them, higher vocational college students, as the main employment group, how to choose the employment direction is the key guidance content needed by the school. In the employment guidance of higher vocational colleges, the main content emphasized by the college is to meet the employment needs of students, the second is to meet the professional needs of students. Although this employment guidance method has improved the overall employment rate of students, it is undeniable that a large number of students will not adapt to psychology after employment, and even choose to reemploy. The main reason is that the existing employment guidance in higher vocational colleges is lack of systematicness and pertinence, and the teacher team participating in the guidance is unreasonable. In order to avoid the students' employment problems caused by the above problems, a large number of colleges and universities began to apply educational psychology to employment guidance and build a new path by using the basic theory of educational psychology.

Educational psychology is one of the main research contents in psychology. Its core idea is to carry out educational reform from the perspective of psychology. Educational reform includes college teaching system, teachers' teaching plan and students' school strategy. Under the category of educational psychology, the purpose is to deeply grasp students' learning psychology by analyzing students' psychological behavior, stimulate students' motivation in the learning process, induce students to actively give full play to their self-study ability in learning, and then improve the learning effect. In addition, educational psychology can also make the teaching plan more scientific by grasping the psychological changes of teachers. For teachers in higher vocational colleges, according to educational psychology, teachers can be fully encouraged to use innovative teaching methods, exercise students' learning thinking and effectively transform employment strategies. And it is worth noting that from the perspective of educational psychology, teachers' teaching behavior will also be affected. Therefore, in curriculum teaching, teachers can constantly improve their teaching level and achieve the result of common progress with students. Finally, educational psychology can fully coordinate teaching and learning, and play a balanced role in it. Specifically, in students' learning, educational psychology can transmit students' learning situation to the perspective of teachers through feedback, teachers can put forward teaching plans, and students can also learn new knowledge from the changes of teachers' teaching level and means.

Objective: To analyze the role of educational psychology in employment guidance in higher vocational colleges, and construct a new path of employment guidance in higher vocational colleges from the perspective of educational psychology, so as to provide reference for students' employment.

Research design: Regression analysis was used to determine the relevant factors affecting the employment guidance of higher vocational colleges. Starting from the influencing factors, a new strategy for employment guidance was formulated. 200 students from each of the three schools were selected. Each school was divided into experimental group and control group, with 100 students in each group. The experimental group was guided by the new strategy, and the control group was guided by the traditional scheme. After the students were employed, a questionnaire was used to understand the employment situation of the students.

Results: Learning motivation, psychological differences, teacher groups and teacher level are important factors affecting employment guidance. A questionnaire survey was conducted on 600 graduates from three colleges and universities. The results show that after receiving the new strategy of employment guidance of educational psychology, the employment rate of students has been significantly improved, and their employment satisfaction has also been significantly improved, as shown in Table 1.

Table 1. Student employment

	Index	School A (%)	School B (%)	School C (%)
Rate of employment	Before the new strategy	77	81	80
	After the new strategy	89	90	92
Employment satisfaction rate	Before the new strategy	69	71	77
	After the new strategy	86	94	92

Conclusions: Educational psychology is the core foundation of higher vocational colleges' educational reform. With the continuous improvement of students' independent consciousness, higher vocational colleges should pay more attention to students' psychological changes in educational reform. Moreover, teaching psychology in the educational reform not only promotes students' school enthusiasm, but also improves the teaching system of higher vocational colleges. In the employment guidance of higher vocational colleges, the employment guidance for students is directly related to the future development of students. How to use educational psychology to promote students' learning population and improve students' employment satisfaction to a certain extent. In the research, it is proposed that the teaching quality of employment guidance can be greatly improved from four aspects: students' motivation, psychological differences, teachers' group and teachers' level. Therefore, in the choice of employment guidance path in higher vocational colleges, we should fully consider students' learning psychology and teachers' teaching psychology, and formulate corresponding strategies to ensure the normal development of employment guidance.

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SPECIALTY GROUP ECOLOGY AND GOVERNANCE PATH OF “DOUBLE HIGH PLAN” OF VOCATIONAL EDUCATION UNDER COGNITIVE IMPAIRMENT

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Background: Professional group is the main driving force for the development of colleges and universities, and in a large number of high-level Higher Vocational Colleges in China, the professional group of colleges is more obvious. At the same time, with the reform measures of national manufacturing education, how to build a professional group ecosystem with Chinese characteristics in higher vocational colleges has become the research object of a large number of educators. The proposal of “double high plan” provides a new direction for vocational education. With the increasing teaching requirements of higher vocational colleges, a large number of professional construction plans have been proposed and implemented, and vocational education has a further development direction. In the “double high plan”, the construction path of high-level professional groups is divided into two directions. The first point is the external leading direction promoted by the external industrial chain, and the second point is to realize the internal leading direction of the systematic growth of professional groups through the self-evolution of professional groups. From the current development trend, the professional group system dominated by external factors is limited by the changes of external industrial chain. At present, with the continuous development of information technology, the emergence of Internet industry and the emergence of new industries, the professional group system is constantly impacted. Therefore, in this environment, how to avoid external interference and realize the ecological maintenance and governance of professional groups from the self-growth of professional group system is a problem to be solved.

In the current vocational education, the specialty group system construction of the “double high plan” is mainly subject to external conditions. Generally speaking, the specialties in the specialty group ecosystem interact with each other, and there will be a chain reaction after a certain impact. Cognitive psychology believes that there will be certain cognitive obstacles in education and teaching. From the ecology of professional groups, it can be seen that due to the influence of ecological structure and external factors, internal majors are bound to have cognitive obstacles, including cognitive obstacles of individual professional groups, cognitive obstacles at the level of professional groups and cognitive obstacles at the level of professional groups. Under the influence of cognitive impairment, there will be evolutionary obstacles among individuals, populations and communities. The cognitive impairment of professional groups seriously affects the ecological balance of professional groups, and also leads to the fact that the ecology of professional groups cannot benefit from the organic coordination between different majors in the system to achieve sustainable and circular development like natural ecology. From the perspective of psychology, cognitive impairment is a risk factor of psychological pain. Psychological pain is an obvious emotional response. The generation of psychological pain will cause a variety of emotional experiences, including behavioral cognition and spiritual cognition. It is easy to lead to individual behavioral reactions such as vulnerability and fear, as well as individual negative psychological reactions such as anxiety and depression. At the same time, some studies have found that there is a significant positive correlation between psychological pain and cognitive impairment, that is, under the influence of cognitive impairment, patients are more likely to have negative emotions such as psychological pain. In the professional group system of

vocational education “double high plan”, individual cognitive impairment and group cognitive impairment will lead to psychological pain in education. How to put forward the corresponding ecosystem governance strategies according to the cognitive barriers has great teaching significance.

Objective: To understand the ecological structure of the professional group of vocational education “double high plan”, analyze the cognitive obstacles, and put forward the governance path of the professional group ecosystem of vocational education “double high plan” from the perspective of improving cognitive obstacles.

Research design: Using the literature method to obtain the high-level professional groups in higher vocational colleges, formulate a questionnaire to conduct a questionnaire survey on the teachers and students in the three higher vocational colleges. The survey content is the main tasks of teachers and students in the professional group ecosystem, put forward the professional group ecosystem governance scheme of the “double high plan” of vocational education, and evaluate the effect of the scheme.

Results: The survey results used five grades of 0-4 to quantify the influence value of specific factors. 0 means irrelevant, 1 means slight impact, 2 means general impact, 3 means obvious impact and 4 means complete impact. In order to reduce the large error caused by personal subjectivity in evaluation, the evaluation value of 100 teachers and students in higher vocational colleges is taken as the average value. The cognitive impairment at three levels of individual, population and community of professional group under cognitive impairment has a significant impact on the proposal of governance plan, as shown in Table 1.

Table 1. Impact of cognitive impairment on ecological governance

Content	Individual cognitive impairment	Population cognitive impairment	Community cognitive impairment
Governance scheme	3	3	3

Conclusions: Cognition is the processing process of the body in receiving external information, including the acceptance, processing and learning of information. Cognitive impairment has defects in the above contents. The cognitive impairment in the ecosystem of the professional group of the vocational education “double high plan” is mainly manifested in the cognitive impairment of the subsystem in the ecosystem. It is unable to accept and learn, which leads to the evolution of the ecosystem. From the perspective of cognitive impairment, the research focuses on the cognitive impairment at all levels in the professional group ecosystem of the “double high plan” of vocational education. It is learned that in order to better manage the system, it is necessary to cultivate professional groups with characteristics from the three aspects of individual, population and community, and resources should be shared among professional groups, develop in the form of collectivization and under the relevant guarantee mechanism.

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DISCUSSION ON ELECTRICAL ENGINEERING TRAINING AND APPLICATION OF ELECTRICAL AND ELECTRONIC TECHNOLOGY UNDER THE BACKGROUND OF COGNITIVE IMPAIRMENT

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Background: With the continuous expansion of industrial production, electrical engineering, as an indispensable part of industrial production, has attracted more and more attention. And in terms of the current international situation, electrical engineering plays a positive role in promoting scientific and technological innovation. Therefore, the development degree of a country’s electronic engineering determines the country’s competitiveness in international scientific and technological innovation. The earliest definition of electrical engineering is the systematic science that combines electronics and electricity. In the process of social and scientific and technological development, electronic and photonic technology also belong to the research content of electrical engineering. The main electrical engineering

talents in China come from colleges and universities. In the training of colleges and universities, electrical engineering has more complicated learning contents, so it is difficult to construct the discipline of electrical engineering in colleges and universities. The main research content of electrical and electronic technology is circuit. In the teaching of electrical and electronic technology in colleges and universities, it is usually based on practice, emphasizing that students master the relevant theoretical knowledge of electrical and electronic technology in practice. In the teaching of colleges and universities in China, electrical engineering and electrical and electronic technology are generally taught as a unified course. In the teaching, because most of the contents tend to practical application, students will have knowledge obstacles in some knowledge learning, which seriously hinders the development of teaching courses.

Cognitive psychology believes that the body will go through the process of receiving, transmitting and processing when receiving information. Cognition is information processing. Cognitive impairment is the result of information processing failure in information processing, resulting in the body unable to receive relevant information and cognitive blind spot. At the same time, cognitive impairment is expressed as mental disorder in psychiatry. In medicine, mental illness is summarized as brain disease, which is the obstacle mental change of human brain after being impacted. Patients with cognitive impairment will be unable to learn in their daily life. In college education, the emergence of cognitive impairment is the learning disability of students in the curriculum. Students' cognitive impairment will seriously hinder the development of students' daily life and learning. From the current situation of college education, college students come from different regions and have certain differences in basic education. Therefore, there will be cognitive differences in the face of the same kind of knowledge, and serious cases will have cognitive impairment. In the cognitive impairment of colleges and universities, the treatment means obtained from psychiatric treatment are generally improved by cognitive restart, mainly by constructing the improvement scheme of cognitive impairment, simplifying and visualizing the knowledge, meeting the receiving conditions of some students and realizing the effective indoctrination of knowledge. Therefore, in the face of students' cognitive obstacles in the teaching of electrical engineering and electrical and electronic technology in colleges and universities, we also need to start with cognitive training to completely improve students' cognitive situation, improve the overall teaching level of the school and promote students' comprehensive development.

Purpose: Starting from psychiatry, improve the teaching of electrical engineering and electrical and electronic technology in colleges and universities through the improvement of cognitive impairment, so as to alleviate the learning pressure of college students, improve students' cognitive level and improve students' comprehensive quality.

Study design: Design a questionnaire to collect students' basic information, including students' gender, age, height, home address and so on, and analyze the impact of students' basic information on students' cognitive level. Understand the professional knowledge of students majoring in electrical engineering and electrical and electronic technology through classroom examination and interview, formulate teaching plans, and divide students into cognitive impairment group and cognitive normal group according to student scores. Analyze the professional performance changes of students in the cognitive impairment group under the innovative teaching mode, and compare the performance changes of the two groups. The students' cognitive level is expressed as 0-10.

Table 1. Comparison of changes in students' cognitive level

Group	Before teaching	After teaching	Variation	<i>P</i>
Cognitive impairment	3.1±1.5	7.6±0.7	4.5±0.8	<0.05
Normal cognition	6.4±1.2	7.8±0.6	1.4±0.6	>0.05
<i>P</i>	<0.05	>0.05	<0.05	-

Results: The age and home address of students will affect the degree of cognitive impairment to a certain extent, but the difference is not statistically significant ($P > 0.05$). Comparing the cognitive level changes of the two groups of students after the teaching of electrical engineering and electrical and electronic technology, it shows that the changes of students in the cognitive impairment group are significantly greater than those in the normal cognitive group, and the difference is statistically significant ($P < 0.05$), as shown in Table 1.

Conclusions: As the main courses in higher education, electrical engineering and electrical and electronic technology have strict requirements on students' cognitive ability. Generally speaking, most students will have more or less cognitive impairment when facing more complex electronic problems. Therefore, it is imperative to improve the cognitive impairment of college students in professional courses. For electrical engineering and electrical and electronic technology, under the background of students' cognitive impairment, this paper puts forward innovative teaching schemes to improve students' cognitive

level and realize the development of students' comprehensive quality, which is conducive to the development of teaching in colleges and universities and can provide theoretical support for the cultivation of industrial construction talents in China.

As the main courses in college teaching, electrical engineering and electrical and electronic technology have strict requirements on students' cognitive ability. Generally speaking, most students will have more or less cognitive impairment when facing more complex electronic problems. When students have this cognitive impairment, it is difficult for some brain regions to obtain complete cognition during learning. Therefore, it is imperative to improve the cognitive impairment of college students in professional courses. For electrical engineering and electrical and electronic technology, under the background of students' cognitive impairment, this paper puts forward innovative teaching schemes to improve students' cognitive level and realize the development of students' comprehensive quality, which is conducive to the development of teaching in colleges and universities and can provide theoretical support for the cultivation of industrial construction talents in China.

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CONNOTATIVE DEVELOPMENT OF COLLEGE STUDENTS' INNOVATION AND ENTREPRENEURSHIP EDUCATION UNDER THE OBSTACLE OF THINKING LOGIC

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Background: College students' innovation and entrepreneurship education is an important link in the talent training of colleges and universities in China. With the continuous proposal of preferential policies for college students' innovation and entrepreneurship, the innovation and entrepreneurship education model of colleges and universities is also updating day by day. In the innovation and entrepreneurship education in colleges and universities, the connotative development of education has become an important breakthrough in the transformation of college education. Compared with the traditional development mode, connotative development can promote the communication efficiency of college education ideas, and it is also the premise of the adaptive development of colleges and Universities under the background of the times. There are two connotations in the connotative development of college students' innovation and entrepreneurship, namely "innovation" and "entrepreneurship". In terms of "innovation", in the field of economics, it is considered that innovation is a new combination generated by the combination of an unprecedented new element and existing production conditions in the development practice of entrepreneurs. Under this new combination, it can produce a new production system and endow the enterprise with a new form of organization. From the connotation of "entrepreneurship", entrepreneurship is to start an innovative business, and produce a new management mode from the traditional mode to carry out production and operation. Therefore, the connotation of "innovation" and "entrepreneurship" is consistent. Innovation and entrepreneurship education is an education that takes two connotations as the main body for teaching. In education, it is based on cultivating students' innovation and entrepreneurship connotation to promote the development of students' innovation and entrepreneurship ability.

However, in the study of innovation and entrepreneurship, college students will inevitably have thinking logic obstacles, that is, the inherent logical relationship of students in innovation and entrepreneurship is broken, they cannot have normal thinking logic, and then cannot receive relevant educational content. Thinking logic disorder is a common mental disorder. Common thinking logic includes symbolic thinking, new words, logical inversion and sophistry thinking. Under the influence of different thinking logic obstacles, the feelings produced by the body will be very different. When the body has symbolic thinking, there will be behaviors that are difficult for ordinary people to understand, and at the same time, it will show different understanding effects on the received relevant knowledge. New words and logical errors are a kind of logical confusion. Under the influence of these two logical obstacles, students will convey illogical concepts in the teaching process. Under the influence of sophistry thinking, students will doubt the learning content and use invalid debate to prove some wrong views, which will also seriously affect the development of students' quality.

Objective: Through the logical analysis of college students' thinking obstacles, we can determine the logical development path of college students' creative thinking from the perspective of different college students' cognitive education, and determine the logical development path of college students' creative

thinking.

Research design: Investigate the current situation of innovation and entrepreneurship education in five colleges and universities, and interview 50 students from each of the five colleges and universities. Through the interview, determine the proportion of people with thinking logic barriers among the students. Construct the implementation path of the connotative development of college students' innovation and entrepreneurship education, and conduct the second random interview after 6 months. The interview content is the same as that of the first. Compare and analyze the difference in the number of students with thinking logic barriers in the two interviews.

Results: The results of two interviews were compared and analyzed. The results showed that among the five schools, the number of people with thinking and logic disorders before the interview accounted for the highest 42% and the lowest 14%. In the second interview, the number of people with thinking and logic disorders accounted for the highest 26% and the lowest 4%. The difference between before and after was statistically significant ($P < 0.05$), as shown in Table 1.

Table 1. Proportion of people with thinking logic disorder

School number	First interview (%)	Second interview (%)	<i>P</i>
1	22	4	<0.05
2	42	26	<0.05
3	34	14	<0.05
4	28	14	<0.05
5	14	6	<0.05

Conclusions: The connotative development of college education is not only the general trend, but also the basic project of college education reform and transformation. Therefore, the connotative development reform should also be carried out for college students' innovation and entrepreneurship education. The transformation and development from the two connotations of innovation and entrepreneurship will contribute to the cultivation of college students' innovation and entrepreneurship ideas. And in the innovation and entrepreneurship education of college students, we need to always consider students' thinking logic obstacles, and build an education system that can improve students' thinking logic obstacles, which can effectively promote students' comprehensive development.

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OPTIMIZATION OF THINKING LOGIC OBSTACLE ANALYSIS IN COMPUTER ALGORITHM SIMULATION EXPERIMENT TEACHING

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Background: Computer algorithm is a way of logical calculation based on computer. It plays an obvious role in the development of information technology and Internet technology with the change of international environment, colleges and universities pay more and more attention to the course of computer algorithm. From the early written theory education to the current simulation experiment teaching, all show the importance of computer algorithm. In the teaching of computer algorithm simulation experiments in colleges and universities, the excellent environment of the laboratory is used to test and analyze the algorithm performance of the computer. At the same time, teachers can visualize the more abstract theory of computer algorithm with the help of the simulation experiment environment. The teaching mode of the computer algorithm simulation experiment is the key part to reflect the experimental teaching level. At present, in the teaching of computer algorithm simulation experiment in colleges and universities, due to the great difficulty of simulation experiments, students are prone to conceptual confusion, and then there are thinking logic obstacles, which seriously hinder the growth of students.

The thinking logic disorder is a common mental problem. There are many reasons for thinking logic, among which personality, gender, and education level are obvious factors. At the same time, it is also proposed in some studies that the knowledge environment of individuals in learning is also an important factor. In college learning, students' thinking logic is the key part to determine students' final learning

effect, but it is undeniable that there will be more or fewer students' thinking logic obstacles in the teaching of computer algorithm simulation experiment in colleges and universities. Thinking logic disorder refers to the confusion or deviation of students' thinking in the learning process. Thinking logic includes symbolic thinking, new words, logical inversion, and sophistry thinking. The above four thinking logic disorders will affect individual cognition for a long time. Symbolic thinking is a kind of abstract thinking. Under the influence of symbolic thinking, students will have a sense of uncertainty about concrete data. The two thinking logic obstacles of new foreign language words and logical inversion will lead to professional confusion in the learning of knowledge students. General psychology believes that the new words and logical inversion are caused by the concept accepted by the individual that cannot meet the conditions required by the individual. Therefore, the individual will respond accordingly to achieve the purpose of thinking logic. Sophistication thinking refers to the fact that individuals will deal with logic according to their inner needs when facing different concepts, and turn logic into their own subjective consciousness, which usually shows that they use unrealistic logic theory to refute the content of correct logic processing.

Objective: Computer algorithm simulation experiment teaching is one of the important courses in colleges and universities. In order to obtain a more reasonable and scientific teaching mode of computer algorithm simulation experiment in colleges and universities, we need to start with thinking logic and plan the teaching scheme by analyzing students' thinking logic obstacles, so as to achieve the purpose of cultivating computer talents in colleges and universities.

Study design: A questionnaire was designed to investigate 300 computer majors in three universities. The survey content is the current situation of students' thinking logic, including the screening of four kinds of thinking logic obstacles: symbolic thinking, new words, logical inversion, and sophistication thinking. Make use of the teaching plan to carry out long-term teaching for students, and evaluate the improvement of students' thinking logic obstacles during teaching.

Results: After eight months of computer algorithm simulation experiment teaching, all students were interviewed regularly at the same time during this period to determine the changes in their thinking logic. It is concluded that the thinking logic obstacles of middle school students have been significantly improved in eight months, and the maximum improvement has reached 64%, as shown in Table 1.

Table 1. Improvement of thinking logic disorder

School number	Symbolic thinking (%)	New words (%)	Logical inversion (%)	Sophistry thinking (%)
1	22	53	54	58
2	27	44	64	62
3	19	35	21	33

Conclusions: Students' thinking logic obstacles are the main factors affecting students' growth. In education and teaching, we should actively pay attention to students' thinking logic obstacles, and formulate teaching models for students' thinking logic obstacles in different teaching courses, so as to ensure that students can finish relevant learning knowledge in time and accurately in the teaching process. At the same time, as the algorithm basis of scientific and technological innovation, computers should always pay attention to the problem of students' thinking logic obstacles in college education and teaching, formulate a reasonable and scientific computer experimental teaching scheme, ensure that students can grow healthily in teaching, and provide a safe and comfortable teaching environment for the cultivation of high-quality computer talents in our country.

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THE EFFECTIVE EFFECT OF CONTINUING EDUCATION ON ALLEVIATING COLLEGE STUDENTS' EMPLOYMENT ANXIETY

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Background: Continuing education advocates universal learning and lifelong learning. The object of continuing education theory is gradually expanded from college students to social members, but it can be determined that the key objectives of continuing education is still college students. Since the reform and opening-up, China's economy has experienced substantial growth and maintained a sustained growth trend for a long time. In the process of social and economic development, the demand for highly educated talents in all walks of life is also increasing. Therefore, the continuing education of college students is of great significance. After the 21st century, countries around the world began to speed up the development process of high-tech innovative industries. At this time, China's economy began to realize formal transformation, the people's thoughts began to change, and higher education began to gradually shift from colleges and universities to the public. At the same time, in order to eliminate the ideological contradictions in society, continuing education emphasizes vigorously developing national learning, gradually reducing the cognitive differences between individuals and promoting social and economic growth. In the teaching of colleges and universities, in order to meet the needs of society, it is also committed to strengthening continuing education, advocating college students to receive continuing education, improving their cultural level and comprehensive quality and ability, and providing power for national infrastructure construction and high-tech development.

However, in the education and teaching of colleges and universities, college students are vulnerable to various pressures and psychological anxiety, among which the more obvious is the Employment Anxiety of college students. There are great differences between university environment and social environment. Facing an unknown social environment, most college students will have uneasy psychological emotions, and the long-term accumulation of uneasy emotions will lead to psychological anxiety. Psychological anxiety generally refers to the fear, worry, and tension of individuals in the face of events or objects. There are many factors that lead to individual anxiety. Psychology believes that anxiety is affected by heredity and environment. Genetic factors cannot be avoided. Environmental factors include campus environment and social environment. College students' employment anxiety is affected by the social environment. During their study in colleges and universities, college students have little time to contact the external environment. Therefore, when facing the graduation choice, college students will be confused and confused, which will aggravate their anxiety. At present, in college education, how to effectively alleviate college students' employment anxiety is still the key object that teachers and schools need to breakthrough.

Objective: This paper analyzes the role of continuing education in alleviating college students' employment anxiety, and discusses the mechanism of continuing education in improving college students' ability to adapt to the social environment, so as to provide theoretical support for college students' employment guidance.

Study design: The anxiety rating scale SAS was used to investigate the employment anxiety of college students. The junior and graduate groups of three universities in a city were selected, and 600 volunteers were recruited to participate in the long-term survey. The first anxiety evaluation was conducted on all students, and the second evaluation was conducted on the volunteers entering the graduation season one year later. In the evaluation, they asked whether they received continuing education, grouped the people who accepted and did not accept and compared and analyzed the employment psychological anxiety of the two groups of volunteers.

Results: There were significant differences in anxiety scores between the two groups, and the psychological anxiety scores of the people participating in continuing education were lower, and the difference between the two groups was statistically significant ($P < 0.05$). The intragroup comparison shows that the employment anxiety of postgraduates is significantly lower than that of undergraduates. The difference between groups is statistically significant ($P < 0.05$), as shown in Table 1.

Table 1. The influence of employment anxiety on college students' continuing education

Group	The first time	The second time		P
		Obtain employment	Continuing education	
Undergraduate	55.67±2.37	62.35±1.44	42.39±0.98	< 0.05
Graduate student	47.32±2.06	52.44±1.37	39.±0.37	< 0.05
P	< 0.05	< 0.05	< 0.05	-

Conclusions: The employment pressure of college students is a common phenomenon. The main reason is that college students' cognitive level of the external environment is insufficient. Therefore, it is necessary to effectively alleviate college students' Employment anxiety and help college students adapt to the social environment. The improvement of continuing education can effectively improve college students' employment anxiety, and the improvement of education can also reduce college students' employment anxiety. Therefore, colleges and universities need to encourage college students to carry out continuing

education in routine education, improve their academic and knowledge level at one time, alleviate college students' employment anxiety with the help of continuing learning, help college students understand the current social development situation in advance and quickly grasp the market trend, which is of great significance to China's economic development.

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THE SPATIOTEMPORAL DYNAMIC UNBALANCED DEVELOPMENT OF CHINA'S REGIONAL ECONOMY UNDER THE BACKGROUND OF COGNITIVE IMPAIRMENT

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Background: Since the reform and opening up, great changes have taken place in China's economic construction, and the great achievements have also attracted the attention of all countries in the world. On this basis, China has put forward the goal of building a well-off society in an all-round way, and ensuring the balance of time and space is an important basis for economic development. The diagnosis of spatio-temporal dynamic imbalance of regional economy is the main research content in economic research. There is an obvious correlation between regions. Among them, technology, information and personnel communicate and flow among regions. Therefore, the development between regions is synergistic, so it also has dynamic imbalance. In economic research, the dynamic imbalance of regional economy is not only the dynamic change in time, but also the difference brought by spatial difference leads to the dynamic imbalance in time and space of regional economy. Moreover, the theory of new economic geography holds that in the economic development of a country or region, it tends to control the cost within the minimum range, and ensure that the demand for products in the region is large, which can produce lasting productivity growth in the region. Regional economic development depends on the strategic vision of regional leaders. In the unbalanced development of economic space-time dynamics, the cognitive impairment of leaders will seriously hinder regional economic development. Therefore, only by completely improving the cognitive impairment of leaders can we promote regional development.

Cognitive impairment is a kind of thought disorder. People with cognitive impairment usually show different cognition from ordinary people. In psychology, people's cognitive impairment is the functional abnormality in learning and thinking logic judgment. At present, the main treatment methods for cognitive impairment are divided into protective treatment and surgical treatment. Protective treatment refers to the medication management of people with cognitive impairment and the use of drugs to treat their nerve cell disorders. Surgical treatment refers to the brain repair of people with cognitive impairment through surgery, and the targeted destruction of some parts of the brain by targeted target. The impact of cognitive impairment is significant. People with cognitive impairment will show impatience at work, make mistakes in work arrangement and implementation, and eventually lead to work mistakes. In addition, in medicine, cognitive impairment belongs to mental illness. The emergence of mental illness will cause patients to have ideological disorder. Under the influence of ideological disorder, patients' psychology will also be greatly different from ordinary people. In psychiatry, patients with cognitive impairment are judged as serious mental diseases. After the cerebral cortex is damaged, the brain cognitive function is blocked, resulting in cognitive impairment. When business leaders have confusion in thinking logic, their cognition is impaired and cognitive impairment occurs. In serious cases, it will affect regional development. The reason is that the cognitive impairment of leaders changes their thinking mode in economic development.

Objective: In the context of cognitive impairment, this paper analyzes the spatio-temporal dynamic

unbalanced development of China's regional economy, understands the impact of cognitive impairment on regional economic development, and puts forward precautions for China's regional economic development, so as to promote China's economic development as a whole.

Study design: Taking Southwest China as an example, this paper constructs a spatio-temporal diagnosis model, selects some enterprises for interview survey, mainly investigates the current situation of cognitive impairment of enterprise leaders, evaluates the correlation between the severity of cognitive impairment and enterprise ability, and finally analyzes the correlation between enterprises and the spatio-temporal dynamic unbalanced development of regional economy under the background of cognitive impairment.

Results: The enterprise's ability and cognitive level are evaluated on a 0-5 scale. 0 means very poor and 5 means very good. The comprehensive strength of an enterprise is directly affected by its leaders, and it can be seen that the ability of an enterprise increases with the improvement of leaders' cognitive level, and there is a significant positive correlation between the two, as shown in Figure 1.

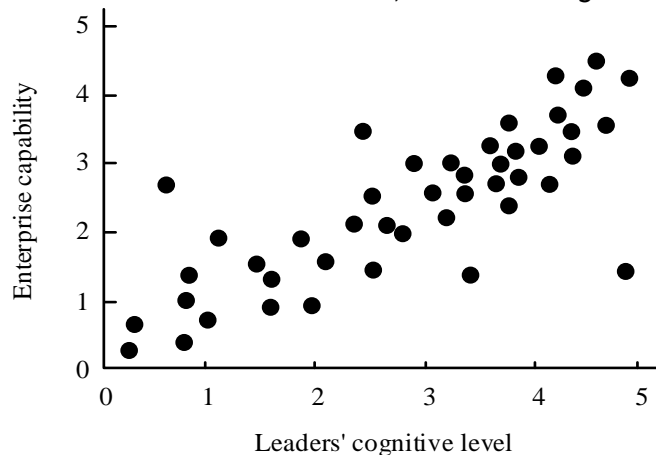


Figure 1. Correlation between leaders' cognitive level and enterprise ability

Conclusions: The uncertainty of economic development is inevitable. Since the reform and opening up, China is committed to building a well-off society in an all-round way. Therefore, how to realize the space-time balance in economic development is the focus of current research. Among them, the cognitive differences of regional enterprise leaders lead to different enterprise comprehensive abilities. Specifically, the higher the cognitive level of enterprise leaders, the stronger the comprehensive ability of enterprises, and the stronger the correlation between enterprises. Therefore, it can be seen that in the time-space dynamic unbalanced development of China's regional economy, the development trend of regional economy can be judged by evaluating the cognitive level of regional enterprise leaders. Finally, in order to ensure the coordinated development of regional economy, it is necessary to eliminate cognitive barriers for enterprise leaders with low cognitive level, ensure that the cognitive level difference between enterprises is small, further promote the relevance between enterprises, promote the efficiency of coordinated development, and promote the development of high and new technologies, so as to drive China's economic development, improve China's comprehensive strength in international competition.

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THE INNOVATION OF MARXIST PHILOSOPHY EDUCATION MODEL FOR YOUNG PATIENTS WITH THINKING LOGIC DISORDER

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Background: Teenagers are the foundation of national development, and their education level can determine their future development. In the growth of teenagers, generally speaking, the thinking and logic ability of young people will be affected by the level of education, but after the growth of young people, the cognitive ability of things and events determines the thinking and logic ability of young people. Therefore, in the growth of young people, the problem of thinking and logic obstacles will appear with the growth of age. The thinking logic barrier of young people refers to that young people are affected by subjective thoughts in learning, and it is difficult to form a more objective and scientific cognitive system. At the same

time, it is difficult to establish excellent thinking quality in the growth of young people, and finally show the confusion of young people's learning and thinking. In daily learning, the main problem of young patients with thinking logic disorder is the abstraction of thinking logic ability. The abstract thinking logic leads to students' deviation in understanding the learning content and unable to understand the concrete related knowledge. A large number of studies have pointed out that it is necessary to cultivate young students' thinking logic ability and improve students' thinking systems in the classroom, but how to effectively cultivate students' thinking ability is an unsolved problem.

Marxist philosophy advocates practical thinking, which is the foundation of Marxist philosophy. Therefore, in the face of the logical obstacles of young people's thinking, the role of Marxist philosophy is becoming increasingly prominent. The practical thinking emphasized in Marxist philosophy includes three aspects: subjectivity, reality and value. In the development of human culture, the use of the three aspects of practical thinking can better investigate the individual way of thinking. In the traditional teaching of Marxist philosophy, the core thinking logic is materialistic dialectics and advocates objective philosophy. Marxist philosophy is not only an educational technology, but also a discipline with professional technology. In education and teaching, Marxist philosophy can effectively help individuals establish a thinking system and improve moral quality cultivation. Facing the thinking logic obstacles of young students, the innovation of Marxist philosophy education model is of great significance. In Marxist philosophy, using the existing thinking logic and philosophical interest can help patients eliminate cognitive obstacles, understand the core thoughts of social development from the philosophical level, and build a perfect and scientific thinking logic.

Objective: At the same time, in order to achieve targeted treatment, combined with the practical thinking in Marxist philosophy, we should innovate the teaching of Marxist philosophy education, so as to eliminate and avoid the thinking logic obstacles of young people, and achieve the purpose of social harmonious development.

Study design: 120 young patients with thinking logic disorder were selected. With the consent of the patients, all patients were divided into three groups: experimental group, control group A and control group B. The experimental group used the innovative teaching method of Marxist philosophy for intervention treatment, the control group a used the traditional Marxist philosophy teaching method for intervention treatment, and the control group B used other philosophical thought teaching methods for intervention treatment. The improvement of ideological logic disorder of the three groups of patients after 5 months was compared.

Results: There was no significant difference in the level of thinking logic disorder among the three groups before the intervention treatment ($P > 0.05$). After the intervention treatment, the improvement of thinking logic disorder in the experimental group was more obvious, and the improvement rate reached 87.5%. The improvement rate among the three groups was statistically significant ($P < 0.05$). Comparing the differences before and after the intervention, there was a significant difference in the number of thinking logic disorders between the control group and the experimental group A ($P < 0.05$), while there was no significant difference in the number of thinking logic disorders between the control group B before and after the intervention ($P > 0.05$).

Table 1. Number of people with thinking logic disorder before and after intervention (n)

Group	Before intervention	After intervention	P
Experience group	40	5	< 0.05
Control group A	40	13	< 0.05
Control group B	40	26	> 0.05
P	> 0.05	< 0.05	-

Conclusions: Young people's thinking logic disorder is the main risk factor affecting their healthy growth. Therefore, it is of great significance to control and eliminate young people's thinking logic disorder. In the study, the treatment of young people's thinking logic disorder is carried out through Marxist philosophy education, and the treatment effect is better after the innovation of education mode. In order to cultivate students' correct values and establish a scientific and reasonable thinking system, colleges and universities should make full use of the practical thinking concept in Marxist philosophy and build an innovative teaching mode in order to ensure the normal and healthy growth of young students. On the one hand, it will help to improve the teaching level of colleges and universities and on the other hand, it will help to build socialist harmony.

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THE ROLE AND APPLICATION OF OUTPUT ORIENTED METHOD IN COLLEGE ENGLISH TEACHING UNDER THE BACKGROUND OF THINKING DISORDER

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Background: In the context of globalization, the cooperation and competition between countries are more significant and fiercer. Therefore, college English teaching has gradually improved its requirements in order to provide English translation talents for national construction. As one of the major courses in college English, teachers generally have strict requirements for students in English teaching, but it is undeniable that English, as another language, students will have a psychological exclusion from English learning in the process of learning, resulting in a negative learning attitude. Under the influence of many factors, students will have confusion in thinking logic in English learning. In serious cases, students will be more affected, and finally have thinking obstacles, which seriously hinders the healthy growth of students. Psychology believes that the emergence of individual thinking disorder is largely affected by the environment, so the treatment of thinking disorder also depends on the environment to a great extent. Among the conventional psychological treatment methods of thinking disorder, education and teaching methods are widely used. Therefore, in the face of students' thinking disorder in college English classroom, adopting innovative English teaching scheme will improve students' thinking disorder to a great extent.

In college English teaching, some studies have put forward the theory of output-oriented method, which is put forward according to the current situation of college English teaching in China, and can effectively improve the quality of college English teaching. The output-oriented method is a new teaching theory, which includes output preparation oriented, output process oriented and output evaluation oriented. Output oriented approach runs through the whole teaching course in English teaching and plays a leading role in English course teaching. It guides teachers to conduct Task evaluation in the process of students' English learning, including evaluating the influencing factors driving English teaching, evaluating the mastery process of students' knowledge points in the process of course teaching, and evaluating students' comprehensive English ability after English learning. The evaluation of output-oriented method includes immediate evaluation and delayed evaluation. The immediate evaluation needs to be carried out in the teaching course to analyze students' language organization ability and expression ability in English learning, and the delayed evaluation is the evaluation of teacher-student cooperative teaching. Therefore, facing the current situation of English teaching, how to apply the output-oriented method to eliminate students' thinking obstacles in English teaching is the focus of teaching research.

Objective: This paper analyzes the current situation of thinking obstacles in college English teaching, discusses the application of output-oriented method in college English teaching innovation and the effect of innovative teaching in alleviating college students' thinking obstacles, so as to provide theoretical support for the cultivation of college English talents in China and improve China's core competitiveness in the international community.

Study design: 200 non-English majors in colleges and universities are selected to investigate the basic information of the selected college students by questionnaire and interview, including the students' basic English achievements and students' ideological barriers. All students were randomly divided into two groups: the experimental group and the control group. The experimental group adopted the English teaching mode under the output-oriented method, and the control group adopted the conventional teaching mode. The improvement of ideological barriers of the two groups was compared and analyzed.

Results: The 0-4 score system is used to evaluate the impact of students' ideological barriers on English teaching. 0 means no impact, 1 means slight impact, 2 means general impact, 3 means obvious impact and 4 means complete impact. The results show that the English teaching mode under the output-oriented method has a complete impact on students' ideological barriers in learning, life and communication.

Table 1. The influence of English teaching model on students' ideological barriers

Content	Learning and ideological barriers	Life thought barrier	Barriers to exchange ideas
English teaching mode	4	4	4

Conclusions: College students' English education is the main content of college education in China. How to cultivate English professionals is a problem that college teachers need to pay close attention to. In the teaching of colleges and universities, students will have negative emotions due to language conflict. Under the influence of negative emotions, students' thoughts will be damaged, and then there will be ideological obstacles. The ideological obstacles of students in English education in colleges and universities are

seriously affected by the educational model. Therefore, it is necessary to formulate targeted plans in teachers' teaching, adopt the output-oriented method to carry out innovative design of English teaching plans, alleviate the ideological obstacles in students' English learning, and finally realize the all-round development of students and promote the development of education and teaching in colleges and universities, provide guarantee for national economic construction.

Acknowledgement: The research is supported by: Research Project of teaching reform in college and universities of Hunan Province: a study of college English curriculum design based on production-oriented approach—a case study of the second edition of Innovation College English Integrated Course 1.

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ANALYSIS OF PROBLEMS AND COUNTERMEASURES IN PROJECT MANAGEMENT UNDER THE BACKGROUND OF COGNITIVE IMPAIRMENT

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Background: As China's social development has entered a new stage, scientific research projects in colleges and universities have also ushered in vigorous development. University scientific research projects are scientific and technological innovation R & D projects established with the support of the state. On the premise of industrial upgrading, as a place for high-tech talents to gather, their scientific research projects are of great significance. In addition, colleges and universities are also the key institutions of the state to cultivate high-tech talents. With the social development, the demand for technical talents in all walks of life is increasing. How to carry out vocational education and increase scientific research ability has become an urgent problem to be solved in college education. The necessary condition for the improvement of scientific research ability of colleges and universities in the improvement of scientific research management ability. Scientific research management is the scientific and reasonable arrangement of scientific research projects. Good scientific research project management can greatly improve the efficiency of scientific research. However, it is undeniable that there are still many problems to be solved in the management of scientific research projects in colleges and universities. Among them, the imperfection of project management mode and management regulations are important factors that hinder scientific research innovation. In the management of scientific research projects in colleges and universities, the cognitive level of managers is the premise to determine whether the management mode and management regulations meet the requirements. Poor cognitive level and even cognitive impairment will lead to very big mistakes in the management of scientific research projects, and eventually lead to the end of scientific research projects, which not only wastes human resources, but also wastes a lot of economic resources.

According to psychology, the causes of cognitive impairment of managers are diverse, including education, interpersonal relationship and professional knowledge. Psychologically speaking, the level of education of scientific research project managers will affect their self-confidence or inferiority complex, which will greatly improve their work efficiency. However, for people with cognitive impairment, their self-confidence will gradually deteriorate into arrogance, and their inferiority complex will continue to deteriorate. Interpersonal communication refers to the communication between managers and colleagues. From the perspective of cognitive psychology, people are often only willing to communicate with people within their own cognitive range. The generation of cognitive impairment is the result of their poor interpersonal communication ability. Finally, cognitive psychology believes that people's cognition is the information processing ability shown in learning, while low professional level will lead to poor processing ability, which will lead to cognitive impairment. And cognitive psychology believes that the generation of cognitive impairment is difficult to estimate, and the relatively simple and effective treatment is educational treatment. Therefore, it is of great significance for the mental health of managers and the normal development of scientific research projects to formulate a solution to the existing problems from the perspective of treating the cognitive impairment of project researchers.

Objective: Understand the cognitive impairment of managers in scientific research management projects in colleges and universities, collect the problems existing in the current scientific research project management in colleges and universities through literature method and questionnaire, and formulate the project management scheme, so as to provide reference for the development of scientific research projects in colleges and universities in China.

Study design: Three universities in the university city of a city are selected for questionnaire survey, and the scientific research project managers in each university are randomly interviewed to evaluate their

cognitive level. With the help of the literature method and questionnaire content, the problems existing in scientific research project management are summarized and problem solutions are formulated. Finally, the cognitive level changes of researchers and managers in the process of project management problem solving are analyzed and compared with the results of the first interview.

Results: A total of 500 questionnaires were issued by the three colleges and universities, 497 of which were recovered and 496 of which were effective. Excel was used to count the problems existing in the management of scientific research projects in colleges and universities. 20 scientific research project managers from three universities were randomly selected for interviews. The results of the first and second interviews showed that there were significant differences in the cognitive level of project managers before and after ($P < 0.05$).

Table 1. Changes in the number of researchers with high cognitive level

Index	The first time	The second time	P
School A	2	5	<0.05
School B	2	6	<0.05
School B	4	6	>0.05

Conclusions: Scientific research projects in colleges and universities are the key support projects in China, so we need to pay real-time attention to the development of scientific research projects in colleges and universities, in which the cognitive level of project managers is the focus. The cognitive level of managers is of significant significance to the development and development of scientific research projects. It is effective to alleviate the cognitive impairment of managers by changing the management scheme of scientific research projects in colleges and universities. It can effectively improve the cognitive level of managers and speed up the development of scientific research projects. The improvement of the cognitive level of scientific research project managers in colleges and universities plays a positive role in the development of various disciplines in colleges and universities, and also plays a significant positive role in the development of science and technology in China.

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ADJUSTMENT OF TAIJIQUAN TRADITIONAL HEALTH SPORTS TO COLLEGE STUDENTS' MENTAL HEALTH

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Background: College students are the main student group in China. Although college students are also students in school, there are obvious differences with middle school students and primary school students. When a high school student enters college life after graduation, it shows that the student has gradually mastered the basic knowledge of life and can be responsible for his own life and study. It also means that the student will be separated from the careful care of his parents and study and live alone. Most college students will have strange psychology when they first enter the university. Under the influence of strange environment, a large number of college students will have anxiety and anxiety. The generation of anxiety and anxiety is called negative psychological activities in psychology. Generally speaking, the negative psychological activities of college students are usually influenced by the environment and individuals. The environment includes campus environment and living environment. There are natural environment and learning environment in the campus environment. The learning environment is more likely to make college students have negative emotions. Personally, when facing more complex learning contents, college students will inevitably be restless, produce evasive psychology, and are unwilling to learn new knowledge. With the expansion of achievement differences with their classmates, restless psychological activities will intensify, and finally seriously affect their physical and mental health. In order to alleviate students' mental health problems, colleges and universities have put forward a large number of sports activities, among which Taijiquan, as a relaxed sports item, is deeply loved by students.

Taijiquan's traditional health preservation sports are established to inherit China's excellent martial arts culture. Taijiquan pays attention to the combination of hardness and softness. Unlike other sports, Taijiquan

does not pursue vigorous exercise, but emphasizes that people need to use Qi to transport the body, and the action is natural and powerful. Various studies have found that Taijiquan is not just a simple martial arts project. It has an obvious effect in health preservation and can significantly improve the disease resistance of the body. At present, various colleges and universities have incorporated Taijiquan into physical education. In the teaching course of Taijiquan in colleges and universities, teachers will teach boxing according to the basic situation of students. Different from other projects, teachers will not urge students too much in teaching, but advocate students step by step. Therefore, how to adjust the physical health ability of college students with the help of the health preservation mechanism of Taijiquan, and alleviate the psychological problems of students with the help of the combination of hardness and softness of Taijiquan is the content that needs to be paid attention to in college teaching at present.

Objective: Investigate the current situation of college students' mental health, explore the role of Taijiquan in the regulation of college students' physical and mental health, and evaluate the great significance of Taijiquan as a college sports project, so as to provide a reference for the cultivation of college students' psychological quality in China, and also provide theoretical support for the reform of college education.

Study design: 200 students in a university were selected for questionnaire survey. The questionnaire results of students were counted by Excel, and the students were classified. The students with mental health problems were divided into experimental group and normal psychological students were divided into control group. After six months of study, the second questionnaire survey was conducted to count the number of students with mental health problems, and compared with the results of the first questionnaire.

Results: The first survey showed that among the 200 students, 121 had mental health problems and 79 had no mental problems. A total of 73 students in the experimental group participated in Taijiquan sports teaching, and the remaining 48 students participated in other sports. A total of 41 students in the control group participated in Taijiquan sports, and the remaining 38 students participated in other sports. After sports teaching, the number of students in the experimental group with mental health changed significantly, as shown in Table 1.

Table 1. Changes in the number of college students with mental health

Group		The first time	The second time
Experience group	Taiji boxing	-	68
	Other	-	21
Control group	Taiji boxing	-	41
	Other	-	35

Conclusions: The mental health of college students has always been the main concern of all sectors of society. The mental health of college students directly affects the academic level of college students and its future development space. Using Taijiquan traditional health sports to adjust the mental health problems of college students is the main psychological problem mitigation measures in colleges and universities, and Taijiquan has a significant effect in the mental health conditions of college students. In addition, Taijiquan, as a traditional Wushu project in China, can also ensure the inheritance of Taijiquan Wushu project in the process of regulating the mental health of college students, which is not only conducive to the national talent training and the development of new technology, but also conducive to the protection and inheritance of national traditional culture.

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APPLICATION OF COGNITIVE BARRIERS IN THE DESIGN OF CHINESE TRADITIONAL TV CHANNEL

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Background: Chinese traditional culture was created by the ancestors of the Chinese nation in China. In the thousands of years of continuous development of the Chinese nation, traditional culture has been inherited by the Chinese nation from generation to generation. Chinese traditional culture has distinct national characteristics. The representative elements extracted from traditional culture are traditional

cultural elements. Chinese traditional cultural elements are divided into tangible and intangible. Tangible elements mainly refer to material traditional cultural elements, while intangible elements refer to intangible traditional cultural elements. The tangible cultural elements include a large number of traditional patterns, traditional buildings, traditional products and traditional crafts. The intangible cultural elements include a large number of traditional arts, traditional skills and traditional cultural ideas. With the continuous improvement of our government's attention to the inheritance of traditional culture, the means of inheritance and protection of traditional cultural elements are also being carried out. At present, the most typical protection and inheritance measure is to design the characteristic logo of Chinese traditional cultural elements. In the CCTV channel, in order to meet the innovative and unique identity of CCTV Headquarters, some designers began to talk about the integration of traditional cultural elements into identity recognition, with the purpose of designing visual symbols and representativeness at the same time.

However, based on the complexity and diversity of Chinese traditional culture, the types of traditional cultural elements also have diversity. Therefore, how to meet the public's aesthetic cognition in CCTV identity design is a problem to be solved. Psychology believes that individual cognitive impairment is the inability to receive and learn a certain knowledge, so as to present cognition with a wrong interpretation. At the same time, cognitive psychology emphasizes that when people observe and deal with an object or event, they will input, represent, calculate and deal with it. However, cognitive impairment is unable to carry out the complete cognitive operation, resulting in cognitive errors in events and objects. The cognitive impairment of traditional cultural elements is mainly reflected in the inability to accurately characterize traditional cultural elements, resulting in cognitive differences with the general population. From the perspective of psychology, traditional culture is the inheritance of spirit and thought. The historical thought contained in the psychological elements of traditional culture can affect personal emotion to a great extent. In the cognition of ordinary people, traditional culture is only a unique inheritance culture in China, and the understanding of its unique philosophy is not deep enough. Some psychologists believe that traditional cultural elements can have an impact on individual cognition at some levels. On this basis, some psychologists and psychiatrists have deeply understood the changing trend of individual cognitive impairment in the inheritance of traditional culture from the mechanism of traditional culture affecting cognitive impairment. It can be seen from some studies that the spirit of people with cognitive impairment will be uncertain, the ideas in traditional cultural elements will induce changes in patients' cognition, and the brain-damaged areas of patients will have significant differences in the face of different traditional cultural elements. According to the test of psychologists, the mental and psychological-emotional changes of patients will also be affected by traditional culture. Therefore, in order to improve the application effect of Chinese traditional cultural elements in CCTV identity design, and to alleviate the degree of mental illness of people with cognitive impairment, we need to fully consider the current situation of people with cognitive impairment.

Objective: This paper analyzes the significance of Chinese traditional cultural elements in the channel identification design of China Central Television, discusses the impact of individual subjective cognitive level on the channel identification design of China Central Television, and puts forward more perfect schemes and measures for the inheritance of Chinese traditional culture.

Study design: Using the literature method to collect and sort out the development of Chinese traditional cultural elements, and analyze the internal meaning of Chinese traditional cultural elements. This paper summarizes the principles and methods of the application of Chinese traditional cultural elements in the channel identification design of China Central Television from different angles. Correlation analysis was used to evaluate the correlation between individual cognitive impairment and channel identification design of China Central Television.

Result: In this survey, the influence value of specific factors is quantified into five levels, from 0 to 4. 0 indicates irrelevant, 4 indicates slight impact, 5 indicates general impact, 3 indicates obvious impact, and 4 indicates complete impact. In order to reduce the large error caused by personal subjectivity in the evaluation, the rounding method of the results is determined. The simplicity, uniqueness, novelty, aesthetic sensibility and cognitive level in the channel identification design of China Central Television are analyzed by a correlation system, as shown in Table 1.

Table 1. Correlation analysis between identity design and cognitive impairment

Content	Simplicity	Uniqueness	Novelty	Aesthetic feeling
Cognitive level	3	4	4	3
Traditional cultural elements	3	4	4	4

Conclusions: Chinese traditional cultural elements need to be protected and inherited. The best way to inherit is to spread and use Chinese traditional cultural elements. In the identification design of CCTV

channel, the integration of Chinese traditional cultural elements can make the CCTV logo more unique and maintain the inheritance of traditional culture. At the same time, identity design in the context of cognitive impairment can also achieve a more perfect effect, improve the dissemination of identity design, and promote the national inheritance of traditional cultural elements. And it is worth mentioning that the two-way effect of identity recognition design can also improve individual cognitive impairment and improve their cognitive level.

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STUDY ON THE INFLUENCE OF JOGGING ON COLLEGE STUDENTS' MENTAL HEALTH FROM THE PERSPECTIVE OF BEHAVIORAL PSYCHOLOGY

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Background: behavioral psychology is a school of psychology originated in the United States in the early 20th century. Its founder is American psychologist Watson. Behaviorism holds that psychology should not study consciousness, but only behavior. The so-called behavior is the combination of various physical reactions that organisms use to adapt to environmental changes. These reactions are nothing more than muscle contraction and gland secretion. Some of them are expressed outside the body, some are hidden inside the body, and the intensity varies. Behaviorists believe that people's psychological consciousness and spiritual activities are unpredictable and inaccessible. Psychology should study people's behavior. Behavior is a combination of the body's responses to environmental changes, which are nothing more than muscle contraction and gland secretion. Psychological research on behavior is to find out the relationship between stimulus and response, so as to infer the response according to the stimulus, infer the stimulus according to the response, and achieve the purpose of predicting and controlling human behavior. In recent years, there has been an upsurge in physical exercise all over the country. There are all kinds of sports in colleges and universities, including tennis, table tennis, badminton, basketball and other ball games, swimming, aerobics, jogging and other aerobic sports. Aerobic exercise is not limited by venues, equipment and seasons. College students are easy to do. Students who adhere to aerobic exercise for a long time are in a peaceful mood, not anxious or impatient, and jogging in aerobic exercise is more suitable for people of all ages. However, with the rapid development of society and fierce competition, college students are under great pressure and sometimes feel physically and mentally exhausted, which leads to bad psychological problems. For a long time, people generally accept the view that "sports can enhance physique and promote physical health" while ignoring the "heart-strengthening" function of sports.

Objective: At present, the mental health standard of the World Mental Health Association mainly includes four parts: firstly, is the personality with a very coordinated body, emotion, ability, will, words and deeds. Secondly, have a sense of happiness and confidence. Thirdly, in the social environment, treat others with humility and strong adaptability. Fourthly, treat work and occupation and take measures to give full play to their skills and creativity. This study conducted exploratory intervention experiments on jogging from the perspective of behavioral psychology, so as to provide some theoretical reference for solving the problem of college students' improving their mental health.

Research objects and methods: This study mainly selects 400 college students with anxiety in many colleges and universities in a city, and selects 110 college students with medium and low-level anxiety through the self-designed anxiety scale. Understand the basic health status of college students before intervention, and formulate personalized exercise programs. From 5:00 to 6:00 p.m. every Monday to Thursday, college students are arranged to take outdoor jogging exercise in the school playground. Professional coaches are hired to guide college students in outdoor jogging. The psychological relaxation adjustment after exercise is to gradually relax the muscles of the experimenter's whole body by using systematic desensitization method and relaxation technology and understand the changes of their physical functions through the feedback auditory information. Through the consciousness of the brain to regulate their own physiological activities and learn to relax.

Research design: After the experiment, all subjects were evaluated with the SCL-90 scale, which has a total of 90 self-evaluation items. The test factors include somatization, obsessive-compulsive symptoms, depression, anxiety, psychoticism, etc. Through the 5-level scoring method, the higher the score, the lower the level of mental health.

Methods: The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

Results: The scores of somatizations, interpersonal sensitivity, anxiety and depression in SCL-90 after treatment were significantly better than those in the control group ($P < 0.05$).

Table 1. Comparison of SCL-90 test results before and after intervention

Factor	Before intervention	After intervention
Somatization	2.19	1.93
Obsessive compulsive symptoms	1.69	1.75
Interpersonal sensitivity	1.75	1.52
Depressed	1.52	1.43
Anxious	2.27	2.21
Hostile	1.47	1.64
Terror	1.51	1.45
Paranoid	1.52	1.44
Psychotic	1.31	1.42

Conclusions: The mental health level of the college students participating in this study is basically consistent with that of the national college students, but some students have certain mental health problems and need further guidance and education. The number of runs per week, the time of running and the number of people running have a certain impact on different mental health factors. College students run 2-3 times a week for more than 1 year and more than 2 people each time, which will improve the eight mental health factors of interpersonal relationship, anxiety, terror, psychosis, hostility, paranoia, terror and others to varying degrees.

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EFFECT OF PSYCHOLOGICAL AND BEHAVIORAL INDUCTION IN THE TREATMENT OF CHRONIC PERIAPICAL PERIODONTITIS IN ORAL OUTPATIENTS

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Background: Periapical periodontitis is a kind of infectious disease mainly involving pulp. In the periapical periodontitis infection, the common type of infection is the invasion of bacteria and viruses. If the treatment is not timely, the scope of periapical periodontitis will expand, leading to increased difficulty in treatment, which may eventually lead to systemic diseases. Compared with acute periapical periodontitis, the infection of patients with chronic periapical periodontitis exists for a long time. Under the influence of chronic periapical periodontitis, the periapical tissue of patients presents a chronic inflammatory reaction, the alveolar bone is destroyed, and the inflammatory granulation tissue also begins to form gradually. The study found that patients with chronic periapical periodontitis will have negative psychology such as fear and resistance in long-term repeated treatment. The main reason is that the chronic lesions produced by chronic periapical periodontitis will continue to be interfered by foreign objects in oral treatment, which will breed the patient's sense of resistance and resist treatment. The study found that psychological counseling for patients' tension and other bad emotions can alleviate patients' fear to a certain extent and improve patients' cooperation in treatment.

From previous studies, it can be found that psychological induction in clinical treatment has become the main means to alleviate the psychological burden of patients. The main way of psychological induction is targeted psychological counseling according to the psychological status of patients. Psychological therapy, including psychological induction of anxiety, is used to fundamentally alleviate patients' anxiety. In addition, many studies have shown that the treatment fear of patients is not only reflected in the changes of psychological activities, but also in the behavior of patients, especially the restless behavior of patients during treatment. Patients with serious behavior will also hurt others. Psychology believes that people's negative emotions such as psychological anxiety and fear are caused by environmental changes and human activities. During oral treatment, the sense of depression contained in the hospital environment and the flow of people around will seriously increase the psychological anxiety of patients. In the treatment of oral chronic periapical periodontitis, a large number of studies have proved that the development of targeted

psychological and behavioral induction methods after mastering the psychological characteristics of patients can effectively alleviate the treatment mood of patients and improve the prognosis of patients. Therefore, in order to ensure that the patients with chronic periapical periodontitis in the oral clinic can achieve obvious results after treatment, the research starts with the psychological relief of the patients, and puts forward the targeted scheme of psychological and behavioral induction, in order to reduce the psychological anxiety of the patients while treating the patients with chronic periapical periodontitis.

Objective: Taking patients with chronic periapical periodontitis in oral clinic as the research object, formulate psychological and behavioral induction measures to explore the treatment effect and psychological negative emotion relief effect of patients with chronic periapical periodontitis under psychological and behavioral induction.

Study design: 180 patients with chronic periapical periodontitis in the dental clinic of a hospital were counted. All patients were treated with radical apical periodontitis. During the treatment, 90 of them were treated with psychological and behavioral induction. Finally, the treatment effect of patients with chronic periapical periodontitis and the difference of psychological anxiety before and after treatment were analyzed.

Result: The treatment time difference between patients treated with psychological and behavioral intervention and patients treated with routine treatment is compared, as shown in Table 1. It can be seen from Table 1 that the treatment time required by patients in the study group of psychological and behavioral intervention adjuvant treatment is significantly lower than that in the routine group of routine treatment, and the difference is statistically significant ($P < 0.05$).

Table 1. Comparison of treatment time of patients

Group	Treatment time (min)	<i>t</i>	<i>P</i>
General group	29.63±3.34	11.42	<0.05
Research group	19.52±2.62		

Conclusions: With the development of economy, people's pursuit of daily life is getting higher and higher. Therefore, under the changing background of diet and habits, the incidence rate of oral diseases is also increasing. In the study, aiming at the low efficiency of patients with periapical periodontitis in the treatment of oral diseases, starting with the negative psychological emotions of patients, this paper analyzes the psychological changes of patients, and puts forward psychological and behavioral induction measures. In the treatment of periapical periodontitis, the treatment time of patients receiving psychological and behavioral induction adjuvant therapy has been significantly reduced, and the negative emotions such as psychological depression and anxiety have also been significantly alleviated. The above results show that in the oral clinic, for patients with periapical periodontitis, the introduction of psychological and behavioral induction adjuvant therapy in the treatment process can effectively improve the treatment efficiency. Therefore, in medical treatment, the psychological intervention of patients will help to improve the level of medical service and enhance the sense of experience of patients.

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A STUDY ON THE APPLICATION OF FLIPPED CLASSROOM TEACHING MODEL IN COLLEGE ENGLISH TEACHING UNDER COGNITIVE IMPAIRMENT

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Background: The generation of students' cognitive impairment is the brain cognitive deviation in the face of complex English learning environment. In the basic theory of psychology, it is believed that cognition is to transform external information into internal psychological activities. In psychiatry, cognitive impairment is a mental disorder caused by human brain outside organic diseases. Mental disorders, such as mental retardation and memory impairment, often appear after mental retardation. With the continuous development of medical technology, the treatment methods of patients with cognitive impairment are gradually enriched, in which drug treatment is the main treatment method. According to the research of psychiatrists, when cognitive impairment occurs, the cognitive function is damaged, and the recovery of cognitive function needs continuous targeted training, and drugs need to be taken to alleviate the psychological emotion of patients during the training process. With the continuous development of society,

a large number of methods to alleviate the condition of patients with cognitive impairment have gradually emerged, among which the impact of education and teaching on patients is more obvious.

With the development of society, the communication between countries is becoming more and more frequent. Therefore, colleges and universities are paying more and more attention to English teaching. However, it is undeniable that the current college English education is facing great difficulties. College students have great negative psychology in English learning, and in the face of strange language habits, college students will be afraid of difficulties in English learning. And in terms of the current situation of English teaching, the current situation of students' English performance and the passing rate of CET-4 and CET-6 are not ideal, so it is urgent to reform English teaching. As an international language, English is very important for college students to understand the world and expand their horizons. However, the low level of English will lead to students' inability to fully express their ideas in both literature reading and oral communication. In recent years, the proposal of flipped classroom has brought hope to the reform of English classroom teaching. Flipped classroom represents the reversal of knowledge transfer and knowledge internalization. Culture teaching in English teaching has always been a difficulty in the classroom. For incomprehensible language classroom, teachers' lectures cannot arouse students' interest. Therefore, it is necessary to use flipped classroom to reasonably and effectively improve English teaching mode. In the formulation of flipped classroom teaching model, it is easy to find that students' cognitive impairment will have an impact on the formulation of flipped classroom teaching model. In college education, the education model reform for patients with cognitive impairment has also become one of the methods for higher education to improve teaching quality. Therefore, exploring the model reform of cognitive impairment on college English flipped classroom will not only help to improve college teaching level, but also alleviate college students' cognitive impairment and promote students' healthy development.

Objective: Starting with cognitive impairment, this paper explores the construction scheme of flipped classroom model in college English teaching, and analyzes the impact of flipped classroom model on students' cognitive impairment.

Study design: Using the method of stratified sampling, 350 students in a university were investigated in class, and the students' learning experience in flipped classroom teaching was judged from the students' classroom performance. Select students with cognitive impairment, count the changes of students' cognitive impairment before and after flipped classroom teaching, and evaluate the mitigation effect of students' cognitive impairment.

Results: A total of 47 of the 350 students suffer from cognitive impairment to varying degrees. The changes of cognitive impairment of 47 students are shown in Table 1. Table 1 shows that among the 47 students, the number of students with mild cognitive impairment increased to 32 after teaching, the number of students with severe cognitive impairment decreased to 0, and 8 students with cognitive impairment were effectively treated. The difference in the number of cognitive impairments before and after teaching is statistically significant.

Table 1. Changes of students' cognitive impairment before and after teaching (n)

Degree of cognitive impairment	Before teaching	After teaching	P
Light	26	32	<0.05
Moderate	14	7	<0.05
Severe	7	0	<0.05

Conclusions: Cognitive impairment is the mental problem of students in college teaching. Considering students' cognitive impairment in college teaching and formulating teaching plans can not only alleviate students' condition, but also improve the quality of college teaching. From the perspective of cognitive impairment and the reform of flipped classroom teaching model in college English teaching, the research formulates innovative teaching plans. The results show that under the new teaching mode, the number of students with cognitive impairment has decreased significantly, and in this process, teachers' teaching level and students' professional performance have been significantly improved. Therefore, in the reform of teaching mode in colleges and universities, considering students' cognitive barriers will help to alleviate students' negative emotions in teaching, promote students' healthy growth and ensure the talent training needs of national development.

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PSYCHOLOGICAL RELIEF METHODS OF HIGHER VOCATIONAL STUDENTS' ENGLISH LEARNING ANXIETY BASED ON SELF-EFFICACY

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Background: Foreign language learning in higher vocational colleges is the focus of professional teaching in higher vocational teaching. From the current situation of higher vocational English teaching, we can know that most students will have English learning anxiety in the face of a complex English environment. English learning anxiety is a kind of fear generated by students when learning English. In English learning, students are faced with more difficult foreign language learning content, which leads to exclusion from English teaching. It also leads to students' English performance being unable to meet the needs of teachers, and finally makes students have English anxiety. Anxiety not only has a serious impact on students' learning efficiency but also has a more serious impact on students' learning efficiency. At the same time, some studies suggest that after students have English learning anxiety, the overall development of comprehensive quality is limited, and students' behavior values will also be affected, resulting in a large number of psychological anxiety students who cannot achieve a satisfactory state in their future development. A large number of studies have proved that students' English learning anxiety in higher vocational colleges mainly comes from students' self-efficacy, so it is of great educational value to analyze the impact of self-efficacy on students' anxiety psychology and put forward coping strategies.

Self-efficacy is the perception of behavior control those individuals show when facing challenges in the environment, that is, when people face different events, their own instinctive judgment can adjust their own behavior. Self-efficacy does not directly affect human behavior, but it can affect people's motivation, cognition and emotion, and play a role in personal psychological self-control in the process of its influence. Students' self-efficacy in English learning has three dimensions. The first is the students' self-confidence reflected in their learning level. The difference in students' self-confidence leads to students' ability to challenge English in English learning. The second is universality. Students' universal self-efficacy in English learning can help students extend their learning attitude to the whole learning field. The difference of universal self-efficacy is the embodiment of students' flexibility in quoting learning methods. The last is the sense of intensity self-efficacy. In English learning, students' learning anxiety will affect students' learning emotion, so different students' sense of intensity self-efficacy also has significant differences. In the psychotherapy of English learning anxiety of higher vocational students, starting with the analysis of students' self-efficacy, we can effectively formulate a plan to alleviate students' anxiety, which is of great significance to the growth of students.

Objective: By analyzing the influence of self-efficacy on students' English learning anxiety, we can alleviate students' learning anxiety by improving students' self-efficacy, providing theoretical reference for English teaching in higher vocational colleges, and bringing guarantee for students' comprehensive development.

Study design: This paper uses multiple linear regression to evaluate the correlation between English learning self-efficacy and students' learning anxiety, constructs a path model, and uses the mediation effect test to determine the relationship between learning self-efficacy and students' learning anxiety, and constructs a psychological mitigation scheme for students' English learning anxiety. 100 students in higher vocational colleges were selected for experimental analysis, and all students were given an anxiety scale and self-efficacy questionnaire to collect students' anxiety scores and self-efficacy scores before the experiment. All students were given a teaching program based on self-efficacy to alleviate psychological anxiety. After 6 months, the students were evaluated on anxiety and self-efficacy for the second time, and the differences were compared.

Table 1. Factor correlation matrix

	Self-efficacy	Learning anxiety	Teacher influence	Teacher closeness
Self-efficacy	1.00	-0.50	0.27	-0.21
Learning anxiety	-0.50	1.00	-0.19	0.14
Teacher influence	0.27	-0.19	1.00	0.10
Teacher closeness	-0.21	0.14	0.10	1.00

Result: There is a significant correlation between students' English learning psychological anxiety and students' self-efficacy, and it can be seen that there is a negative correlation between self-efficacy and

learning anxiety, that is, the improvement of self-efficacy can reduce students' learning anxiety. In addition, the influence of teachers on students also affects students' anxiety to a certain extent. The greater the influence of teachers, the more students' psychological anxiety can be alleviated, that is, there is a negative correlation between the two. The correlation matrix between each factor is shown in Table 1.

Conclusions: Therefore, it is helpful to reduce students' psychological anxiety in English teaching in higher vocational colleges. Starting from self-efficacy, the study first analyzes the correlation between self-efficacy and students' English learning anxiety and then formulates teaching plans to alleviate students' anxiety by improving students' self-efficacy. The results show that improving students' self-efficacy can significantly alleviate students' psychological anxiety, improve the quality of English Teaching in higher vocational colleges, promote the healthy growth of higher vocational college students and cultivate students' healthy values.

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INTERACTION BETWEEN ANXIOUS PEOPLE AND EDUCATIONAL ROBOT PRODUCTS BASED ON USER EXPERIENCE

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Background: Anxiety is a kind of negative psychological emotion. In psychology, it is considered that anxiety is an irritable emotion generated after excessive worry about their own safety and fate. Generally speaking, people with anxiety disorder often have emotions such as sadness, tension, panic, and uneasiness, and when the patient's anxiety increases, the patient will have varying degrees of mental disorders. Psychology believes that people's anxiety is caused by facing a repressive environment and their inability to take effective defense mechanisms. At the same time, it is difficult to solve problems. Being trapped in worry for a long time will also lead to anxiety. In the treatment of anxious people, psychologists believe that it is necessary to improve their communicative competence to gradually alleviate their psychological pressure. Communicative competence can change the cognition and understanding of anxious people to the environment. Some studies have found that when people with different degrees of anxiety communicate in a team according to a certain combination, a large number of patients with anxiety have alleviated their negative emotions, and with the growth of time, the improvement of patients' negative emotions is more obvious. However, some studies have found that the cognitive differences between different individuals will also aggravate the anxiety of patients to a certain extent. Therefore, how to find an effective way to alleviate the anxiety of anxious people is of great significance.

With the advent of the intelligent era, a variety of intelligent products are emerging, among which robots, as the representative of intelligent products, have attracted more and more public attention. So far, robots are mainly used in the fields of education and social services. In the field of education, educational robots can help students consolidate their daily knowledge points. At the same time, some studies have shown that the educational robot designed on the basis of user experience can also help students alleviate negative psychological emotions to a certain extent. Through in-depth discussion, it is found that the mechanism of educational robots in alleviating negative emotions is to bring human-computer interaction experience to students and improve the frequency of students' daily social communication. Moreover, the educational robot based on user experience can change its interactive content according to the psychological feelings of interactive individuals. In the face of anxious people, the educational robot can change the educational content in real-time according to the psychological needs of anxious people, so as to achieve the purpose of alleviating anxiety in the remission period. Therefore, exploring the emotional changes of anxious people under the influence of educational robots can effectively provide a reference for higher education, and alleviate students' negative emotions by increasing the interaction between anxious people and educational robots, in order to provide direction for the development of higher education and science and technology in China.

Objective: This paper discusses the degree of interaction between educational robots and anxious people in college education, and analyzes the changes in middle school students' anxiety during the interaction between educational robots and anxious people.

Study design: 100 anxious students in a university were selected for experimental tests and analysis. The psychological anxiety of 100 students was measured by an anxiety evaluation scale. Educational robot interactive teaching was adopted to assist teachers' curriculum teaching during students' teaching. The

course lasted for 5 months. Students' anxiety was measured at 1, 2, 3, 4, and 5 months after teaching, and the changes in students' psychological anxiety scores were counted. SPSS24.0 has been used for all data for statistical analysis to evaluate the changes in students' anxiety scores before and after teaching.

Results: Among the 100 students, there were 57 girls and 43 boys. Before the experiment, the anxiety score of 100 students was more than 65. After five months of education and teaching, the anxiety score of all students decreased to less than 40. The difference between the scores before and after comparison was statistically significant ($P < 0.05$).

Table 1. Changes in anxiety scores of students

Group		Before treatment	After treatment	<i>P</i>
Gender	Male	65.33±2.31	37.45±1.37	<0.05
	Female	67.39±2.17	39.18±1.33	<0.05
<i>P</i>		>0.05	>0.05	-

Conclusions: With the continuous development of society, life has gradually changed, and more and more people begin to have anxiety. The generation of anxiety has seriously affected the normal development of people's life. In the research, the interaction between the anxiety crowd and the educational robot is analyzed, and the effect of educational robots in anxiety relief is discussed. The results show that after receiving the interactive intervention teaching of the educational robot, the school performance of anxious students in colleges and universities has been significantly improved, and the anxiety score of students has also been significantly reduced. After a long time of teaching, most students' anxiety has been completely relieved. In college education or social activities, for anxious people, it is necessary to reduce the negative emotions of anxious patients through communication and interaction. The use of intelligent robots can better realize targeted communication and interaction, and can also alleviate patients' emotions more quickly and effectively, which can significantly promote social development.

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ANALYSIS OF PSYCHOLOGICAL CRISIS OF ADULT EDUCATION TEACHERS UNDER COMMUNICATION ADAPTATION BARRIERS

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Background: Communication adaptation barrier is a kind of communication barrier in social communication. From psychological research, communication is the psychological and psychological distance between people, which is composed of cognition, emotion and behavior. In social communication, people with communication barriers mainly lack harmonious interpersonal relationship and scientific and reasonable cognitive ability. The so-called communication adaptation is the understanding and grasp of the relationship between individuals. In psychology, communication adaptation can effectively help individuals establish a good relationship network in communication and help people make correct decisions. Better communication adaptability, lower anxiety level under work pressure, stronger self-confidence at work and better adaptability to the working environment. In the research of psychology, many empirical studies have confirmed that the emergence of communication adaptation disorder will bring serious negative emotions to adults, because communication adaptation disorder will bring serious psychological obstacles to adults. In addition, some psychological studies believe that adults with communication adaptation disorder will have less contact times of employees' external communication due to the existence of psychological obstacles at work, which will lead to employees' inability to show their professional ability at work, which will easily lead to employees' mistakes at work, leading to more serious psychological obstacles.

Adult education is an educational measure to face adults in society. The purpose of adult education is to make social members voluntarily accept education, help adults increase their ability and enrich their knowledge, and cultivate adults' social communication ability in learning. From the public cognition, we can know that adults are a group with independent cognition. From the perspective of psychology, the main gap between adult students and child students is adults' independent thinking ability. And from the life experience of adults, when adults receive continuing education, their rich experience can bring more convenient resources for their education stage. In adult education, the challenges faced by adults are also more obvious. First, the thoughts of adults are fully affected by the social environment. In education, due

to ideological reasons, the educational results are not obvious. At the same time, teachers will have more obvious psychological crisis due to the ideological differences between teachers and adults in education. The main psychological crisis is the obstacle of communication and adaptation. In the communication between teachers and adults, the communication between them cannot be carried out normally due to the difference of ideas. Therefore, how to deal with the psychological crisis of teachers' communication adaptation obstacles in adult education is the key to effectively solve the continuous teaching. Therefore, from the perspective of communication adaptation obstacles in the research, this paper analyzes the generation mechanism of teachers' psychological crisis in adult education, in order to provide reasonable suggestions for adult education in our country.

Objective: This paper discusses the current situation of teachers' communication and adaptation barriers in adult education, analyzes the causes of teachers' communication and adaptation barriers' psychological crisis in adult education, and puts forward corresponding solutions to provide theoretical support for adult education and continuing education in China.

Study design: Through literature search and teacher follow-up survey to determine the current situation of psychological crisis under the obstacle of teachers' communication adaptation, use association rules to determine the psychological crisis that has a great impact on teachers, then use principal component analysis to determine the weight of each psychological crisis, and finally put forward the strategies to solve teachers' psychological crisis.

Result: The use of association rules is recognized. The psychological crisis of teachers in education is mainly cognitive psychological crisis, role psychological crisis, adaptation psychological crisis and value identity crisis. Principal component analysis shows that the weight of teachers' adaptation to psychological crisis under communication adaptation disorder is the largest and the weight of role psychological crisis is the smallest. Finally, the correlation between psychological crises is shown in Table 1.

Table 1 Correlation analysis of psychological crisis

Types of psychological crisis	Cognitive psychology	Role psychology	Adaptive psychology	Value identification
Cognitive psychology	1.00	0.41	0.37	0.66
Role psychology	0.41	1.00	0.51	0.42
Adaptive psychology	0.37	0.51	1.00	0.33
Value identification	0.66	0.42	0.33	1.00

Conclusions: Communication adaptation disorder is one of the normal psychological obstacles for adults in social activities. In adult education, communication adaptation disorder will cause teachers' teaching psychological crisis, hinder teachers' teaching progress and the normal progress of adult education. Therefore, it is urgent to explore teachers' psychological crisis mechanism and put forward relevant solutions. In the research, the categories of teachers' psychological crisis in adult education are obtained by using association rules and principal component analysis, and the correlation test shows that there is a significant correlation between each psychological crisis. Therefore, in the construction of solutions, it is necessary to deal with the four kinds of psychological crisis in a unified way, and alleviate the teachers' psychological crisis by cultivating the values between teachers and adult students. In adult education and continuing education, teachers' psychological state is the main factor affecting the development of teaching. Therefore, in social institutions and college teaching, it is necessary to prevent and intervene teachers' psychological crisis, ensure the normal development of teaching and improve China's comprehensive cultural level.

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MUSIC EDUCATION AS A STRATEGY TO RELIEVE STRESS AND ANXIETY AMONG UNIVERSITY STUDENTS— FROM THE PERSPECTIVE OF COMMUNICATION STUDIES

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Background: Communication psychology includes strong communication and weak communication. In the weak communication theory, the generation and storage of information is the total amount of human information, and then expand the value of information through communication, and the value of

information can be realized only after information is concerned. The generation of attention also indicates the emergence of public opinion. Through the above process, the basic logic of weak communication theory is simply formed. In the strong communication theory, the emphasis is to induce information with a high identity and achieve the purpose of communication through the appeal and influence. Generally speaking, communication psychology is that communicators use communication media to induce the psychological changes of receivers. Within the research scope of communication psychology, it includes the psychological demands of communicators, the psychological conditions of receivers and the psychological role of communication channels. With the development of network technology, the communication media of communication psychology has gradually shifted from offline ways such as newspapers to online media. However, it is undeniable that both online and offline, in the research of communication psychology, communicators will directly or indirectly affect the psychological changes of recipients through different communication channels according to their own psychological demands. Using the unique psychological induction method of communication psychology, various fields have gradually begun to take communication psychology as a tool to alleviate personal psychological negative emotions. The main mechanism is to use the disseminator's psychological emotion to affect the receiver's psychological emotion through the communication channel, and then change the receiver's negative emotion.

In college education, students' anxiety is the main factor affecting students' academic progress. Colleges and universities are also looking for teaching programs that can solve students' anxiety. In the teaching of piano course in colleges and universities, the anxiety faced by students is also more serious. Piano, as one of the courses favored by art students, is more difficult. It is difficult for students to achieve ideal learning results in the process of learning, and then appear the anxiety of self-confidence. In the current education, in order to alleviate students' anxiety, some studies have proposed the use of hybrid teaching to carry out piano teaching, so as to improve students' comprehensive ability, enhance students' self-confidence and alleviate students' anxiety. Piano mixed teaching includes two parts: online and offline. In teachers' teaching, offline is used for basic knowledge teaching and online is used for knowledge consolidation. In this teaching mode, students' enthusiasm for piano learning can be gradually improved. At the same time, in the mixed teaching mode, teachers can transfer the teaching psychological emotion to students through the Internet through the online mode, affect students' psychological anxiety through psychological induction, and realize the multi-way relief of students' psychological anxiety. In order to understand the specific mechanism and effect of college piano teachers using communication psychology to alleviate college students' anxiety under the Internet mode, from the perspective of communication psychology, this paper analyzes the impact of piano mixed teaching on students' anxiety, so as to provide ideas for the teaching reform of colleges and universities.

Objective: This paper analyzes the current situation of the application of communication psychology in college teaching, discusses the current situation of college piano teachers using communication psychology for psychological induction in mixed teaching, and analyzes the influence of piano students in mixed teaching and teachers on students' anxiety.

Study design: According to the statistics of the anxiety of freshmen to seniors in a university in piano teaching, all students were randomly divided into experimental group and control group. Both groups of students used piano mixed teaching. The teachers in the experimental group used communication psychology for psychological guidance and intervention on the Internet, and the teachers in the control group only used mixed teaching. The changes of students' anxiety before and after teaching were counted by SPSS22.0 the anxiety scores of students were statistically analyzed.

Table 1. Comparison of students' anxiety before and after teaching

Group	Before teaching	After teaching	<i>P</i>
Experience group	66.57±2.31	35.45±1.26	<0.05
Control group	66.39±2.17	39.07±1.29	<0.05
<i>P</i>	>0.05	<0.05	-

Result: There was significant difference in anxiety scores between the two groups before and after the experiment, and the anxiety of students after the experiment was significantly lower than that before the experiment ($P < 0.05$). The scores of the two groups of students after the experiment were compared, and the data had significant difference ($P < 0.05$).

Conclusions: The anxiety of college students is the key factor hindering the growth of students. Effective anxiety relief can improve the teaching quality of colleges and universities to a great extent. From the perspective of communication psychology, this paper discusses the impact of piano mixed teaching on students' anxiety. The results show that piano mixed teaching can significantly reduce students' anxiety score and alleviate students' anxiety. At the same time, teachers can further reduce students' anxiety by

using communication psychology. Therefore, in college teaching, using the advantages of the Internet to carry out teaching can not only improve the teaching quality, but also solve the psychological problems for students. The use of communication psychology can further reduce the negative psychological emotions of students, which is of great positive significance to the development of students.

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RESEARCH ON THE EMOTIONAL ANXIETY OF CONSTRUCTION WORKERS BY INTELLIGENT CONSTRUCTION TECHNOLOGY FOR ENGINEERING CONSTRUCTION MANAGEMENT

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Background: Emotional anxiety is a kind of psychological negative emotion. In psychology, emotional anxiety is defined as psychological anxiety. When individuals have emotional anxiety, they will show obvious emotional and behavioral changes. Emotional anxiety has always been one of the important mental health problems concerned by all sectors of society. In psychology, the treatment of emotional anxiety is usually hypnosis or verbal stimulation. In the process of hypnosis, psychologists will urge patients to enter deep sleep by means of hypnosis, so as to alleviate patients' psychological anxiety from the subconscious. In verbal motivation, psychologists will appropriately reduce the trading pressure of patients by communicating with patients, obtain the changes of patients' psychological activities from communication, and take this as a breakthrough to build a conversation system to gradually alleviate patients' anxiety. Generally speaking, the problem of emotional anxiety often appears in the management construction. In the construction process, due to the demand of work progress, the construction personnel will face great pressure. Under the influence of pressure, the problem of psychological emotional anxiety gradually appears. A number of studies have shown that in the construction process, the emotional anxiety of construction workers is mainly manifested in the lack of sense of security, inattention and lack of self-confidence. Under the influence of anxiety, the lack of sense of security of construction personnel leads to the inability of construction personnel to concentrate on their work. The consequence of inattention is the detailed loopholes in the construction process, which reduces the project quality. The lack of self-confidence will lead to the inability of construction personnel to carry out construction work normally and reduce the efficiency of project construction.

In dealing with the anxiety of construction workers, different enterprises take different measures, but from the current development status, most enterprises take intelligent technology to alleviate the work pressure of construction workers, so as to reduce the anxiety of construction workers. In engineering construction, intelligent technology adopts intelligent construction technology. Intelligent construction technology is a technology that uses intelligent equipment and information technology to realize the intellectualization of engineering construction. From the perspective of construction workers' anxiety, intelligent construction technology can optimize the planning and layout through visualization technology. For construction workers, a more reasonable planning and layout can effectively reduce their psychological anxiety. In addition, the intelligent construction technology supported by the Internet of things technology can effectively control the construction quality. At the same time, based on the automation technology, the construction personnel in the engineering construction can reduce their workload through automatic operation, which also plays a certain role in alleviating psychological anxiety. Therefore, the research starts with the existing literature, analyzes the application of intelligent construction technology in engineering construction management, and specifically analyzes the impact of intelligent construction technology on the anxiety of construction workers, so as to alleviate the work pressure of construction workers and provide theoretical guarantee for the harmonious development of society.

Objective: Explore the application status of intelligent construction technology in engineering construction management, count the anxiety status of construction workers in engineering construction, and analyze the changes of anxiety of construction workers under the intervention of intelligent

construction technology.

Study design: Taking three engineering construction projects introducing intelligent construction technology in a city as the research object, 150 construction workers and 50 construction sites were selected. Before the experiment, evaluate the anxiety status of construction personnel through the Self-rating Anxiety Scale, use intelligent construction technology for construction management during the construction process, regularly and simultaneously evaluate the anxiety of all construction personnel within one year after the construction, count the anxiety scores of all construction personnel by Excel, and use SPSS24.0 for statistical analysis.

Results: The anxiety scores of 150 constructors before the start of construction were more than 60 points. After one year of construction, the psychological anxiety scores of constructors decreased to less than 40 points. The difference between the scores at the end of the experiment and before the start of the experiment was statistically significant ($P < 0.05$).

Table 1. Changes of anxiety of construction personnel

Project	0 month	4 months	8 months	12 months	<i>P</i>
1	65.33±2.31	59.11±2.28	44.36±1.87	37.45±1.37	<0.05
2	67.39±2.17	57.34±2.21	44.82±1.83	39.18±1.33	<0.05
3	64.82±2.39	58.10±2.44	42.32±1.77	38.45±1.43	<0.05

Conclusions: In engineering construction, the anxiety of construction personnel is the main factor affecting the normal development of construction. Therefore, effectively alleviating the anxiety of construction personnel has important practical significance for engineering development and management. In the research, the purpose of alleviating the anxiety of construction workers is to use intelligent construction technology to reduce the work pressure of construction workers, improve the sense of work safety and self-confidence of construction workers, and reduce their psychological anxiety. The results show that intelligent construction technology has a significant inhibitory effect on the anxiety of construction workers. Therefore, in engineering construction, enterprise managers should fully consider the psychological anxiety of construction personnel, and make full use of intelligent technology and information technology to alleviate the working pressure of personnel, so as to reduce their anxiety.

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PATH OF IDEOLOGICAL AND POLITICAL TEACHING REFORM IN HIGHER VOCATIONAL COLLEGES UNDER THE BACKGROUND OF EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology is a type of psychology proposed according to the current situation of education. The purpose of educational psychology is to solve the problems of traditional teaching schemes in innovative design. Educational psychology believes that in the educational situation, human learning behavior is affected by psychology, and in the design of teaching methods, it advocates paying attention to students' learning habits and development space. In psychology, educational psychology can be divided into pedagogy and psychology. It is considered that the combination of the two forms educational psychology, that is, combining the teaching practice in pedagogy theory and the characteristics of teachers' and students' learning psychological activities in psychology theory. In educational psychology, pedagogy and psychology integrate and influence each other, that is, teachers can take psychology as the theoretical basis to formulate the teaching curriculum plan, and can also give psychological support in teaching practice to gradually improve the teaching plan. With the needs of social development, the research objects of educational psychology also began to increase. From previous studies, we can know that early educational psychology focused on the research of students' psychology and learning rate, and focused on the cultivation of students' professional knowledge by using students' psychology. With the transformation of the concept of social education, college education is not only the cultivation of students' basic professional knowledge, but also the cultivation of students' moral behavior and aesthetic emotion, which

shows that so far, educational psychology has gradually been used in students' ideological and political cultivation, in order to cultivate students' correct values and promote students' mental health.

In the ideological and political training of college students, with the change of social situation, the ideological and political teaching curriculum in higher vocational colleges also needs to be innovated and reformed. The reform of ideological and political teaching in higher vocational colleges is to help students establish correct values after admission. In higher vocational colleges, students need to cultivate strong self-management ability. For higher vocational college students, the lack of self-management knowledge will lead to serious cognitive bias, and then lead to serious psychological problems in their learning. Higher vocational colleges gradually began to apply educational psychology to ideological and political teaching courses, aiming to use students' learning psychology to formulate a teaching model suitable for students' learning, hoping to use ideological and political education to guide students to establish a crisis intervention mechanism, so as to improve students' psychological quality and promote students' healthy growth. Therefore, the research deeply discusses the current situation of ideological and political education in higher vocational colleges from the perspective of educational psychology, and puts forward a reasonable and appropriate teaching reform plan, so as to make a preliminary practical exploration for the reform of ideological and political education in higher vocational colleges.

Objective: This paper discusses the current situation of ideological and political education teaching curriculum in higher vocational colleges, and discusses the role of educational psychology in the teaching reform of ideological and political education curriculum in higher vocational colleges, in order to put forward the reform direction of ideological and political education curriculum in higher vocational colleges and provide theoretical support for the teaching development of higher vocational colleges.

Study design: The research takes the freshmen, sophomores and juniors of a higher vocational college as the research object, selects 100 students in each grade as the main research object, counts the students' psychological demands and psychological changes in the ideological and political course, and constructs the innovative scheme of ideological and political teaching with students' psychological activities. The innovative scheme was used for ideological and political teaching to evaluate the psychological changes and ideological and political performance changes of middle school students in different grades in the teaching process. The experimental time was set as 6 months.

Results: The psychological changes and ideological and political achievements of middle school students in the teaching process are shown in Table 1. Taking students' learning psychological demands as the main index to evaluate students' psychological changes, they represent no demands and high demands according to the 0-4 score system. Table 1 shows that the scores of students majoring in ideology and politics show an increasing trend, and the change of freshmen is the most obvious. From the changes of students' psychological demands, it can be seen that the psychological demands of students in all grades are gradually increasing, which shows that students' interest in ideological and political teaching is increasing.

Table 1. Changes of students in ideological and political teaching

Survey object		0 month	2 months	4 months	6 months
Professional achievement (points)	Freshman	47.2	57.9	72.4	80.4
	Sophomore	51.4	60.1	70.5	79.3
	Junior	50.6	61.3	68.9	77.2
Psychological appeal	Freshman	1	2	4	4
	Sophomore	1	1	3	4
	Junior	1	2	3	4

Conclusions: The ideological and political teaching of students in higher vocational colleges is very important, which can build a complete and perfect correct ideological value for students. Therefore, from the perspective of educational psychology, the research puts forward the reform plan of ideological and political teaching in higher vocational colleges based on educational psychology, which aims to improve the moral and cultural level of higher vocational college students and improve the comprehensive teaching ability of higher vocational colleges. The results show that under the guidance of educational psychology, the innovative model of ideological and political education in higher vocational colleges can significantly improve students' ideological and political professional achievements, improve students' learning psychological demands, stimulate students' learning interest and help students establish a good learning concept. Therefore, in higher vocational education, teachers need to pay attention to students' psychological demands, provide appropriate teaching programs, stimulate students' learning enthusiasm, and achieve the purpose of cultivating students' correct values and correct learning concepts.

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THE OVERSEAS DISSEMINATION OF ANCIENT CHINESE LITERARY CLASSICS FROM THE PERSPECTIVE OF COGNITIVE PSYCHOLOGY – TAKING METAPHOR AS AN EXAMPLE

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Background: For a long time, the traditional metaphor thought that “metaphor is just a rhetorical method, a way of expression of meaning transfer, metaphor translation has been regarded as the transformation between languages on the rhetorical level”. From the perspective of modern cognitive psychology, the traditional theory of metaphor translation has obvious defects. Contemporary translation theory also holds that translation is not only a formal transformation between two different language systems, but also an active cognitive process of the translator. Since both of them belong to thinking activities, translation and metaphor are intrinsically related in literal meaning, relevant categories, mapping and working mechanism. Since cognition is the basis of metaphor, which is a universal phenomenon in human language, it is unscientific to avoid the translation of cognition. Poetic metaphor is used to express humor, evoke resonance, explain abstraction, explain science, express one’s mind and understand idioms. Considering the characteristics of poetic metaphor, the real-time comprehension of poetic metaphor needs the help of relevant psychological mechanism and cognitive procedure. With the development of cognitive linguistics, the translation of metaphor not only stays in the category of rhetoric and functional grammar, but also the cognitive theory is introduced into the translation of metaphor. Cognitive psychology is the psychology that obtains information from the world and takes information processing as the core. The process of cognitive processing is perception, memory, understanding and processing. The translation is the psychological process of obtaining information from the source text and processing it. Therefore, cognitive psychology provides a theoretical basis for translation studies.

Objective: Poetic metaphor is a kind of unconventional metaphor, which is characterized by originality, interdependence and trans-regularity. After the introduction of conceptual integration theory into metaphor construction, a series of unconventional metaphors such as poetic metaphors are interpreted and their meaning construction process is analyzed. Because poetic metaphor covers a wide range and is flexible, it is difficult to select materials comprehensively. Therefore, we can analyze the overseas spreading effect of ancient Chinese literary classics through cognitive psychology.

Subjects and methods: Based on the existing literature, archaeological relics, poetry and other materials, this paper analyzes and compares the overseas dissemination effects of ancient Chinese literary classics.

Study design: Based on the cognitive psychology theory of metaphor translation, this paper discusses the cognitive processing mechanism and processing model of metaphor translation by means of multiple textual research, historical comparison and induction.

Methods: Using Excel statistical cognitive psychology perspective of the overseas dissemination of classical Chinese literature.

Results: Based on the subjective cognitive experience, the translator will have a general understanding of the central idea of the conjecture, the intention and the style of the text, and the author’s context. Through processing the effective information, extracting the important linguistic features and effectively transforming them, we can find the surface meaning and related expressions of the target language. Compare the acquired information with the mental lexicon, process the words flexibly according to the logic of the original text and the literary accomplishment and knowledge accumulation, and clearly show the cultural connotation of metaphor. In order to make readers more receptive to the foreign culture, the translator will adjust the grammar, syntactic structure and culture of the target language so that the metaphorical meaning of the original can be expressed accurately.

The results of this survey use 0-4 levels to quantify the influence values of specific factors, 0 indicating irrelevance, 1 indicating slight influence, 2 indicating general influence, 3 indicating obvious influence, 4 indicating full influence, and the obtained statistical table is shown in Table 1.

Table 1. Effects of overseas dissemination of ancient Chinese literary classics from the perspective of cognitive psychology

Mode	Subjective cognitive experience	Processing information	Contrastive mental lexicon	Do as the Romans do
Classical literature	4	4	4	4

Conclusions: There is no doubt that translators are familiar with rhetoric, linguistics, translatology, cognitive linguistics, cognitive psychology and other related theories, which can better translate metaphor. In the process of translating metaphor, the translator needs to bring his subjective ability into full play, and at the same time, to follow the grammatical structure. Therefore, translators need to improve their own cultural accomplishment and cognitive ability through cognitive psychology. No metaphor can be understood without the experience of the subject. However, the accumulated experience between people cannot be completely unified, and often vary from person to person, each person has his own different life accumulation. Furthermore, the interpretation of metaphor by the metaphorist is essentially a kind of appreciative activity. Finally, it is hoped that the translator can combine the traditional and modern theories of metaphor translation to effectively resolve the contradictions in cross-cultural communication and transfer the cognitive mode of the source language culture to the readers so as to achieve the goal of cultural communication.

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CULTURAL CONFLICT AND STUDENTS' THINKING EXPRESSION OBSTACLES IN COLLEGE ENGLISH TEACHING UNDER THE BACKGROUND OF MULTICULTURALISM

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Background: In the process of China's social and economic development, economic and cultural exchanges between China and other countries are becoming more and more frequent. In this context, China's culture and the culture of other countries continue to collide and integrate, and on this basis, it has been innovated and developed, and the renewal and development of culture are also faster and faster. The cultures of various countries, nationalities, industries and regions are facing different bases and challenges. Emerging cultures are also emerging and developing, which has also created cultural diversity. In the context of multiculturalism, the importance of international talents who can master and skillfully use English is becoming more and more prominent. Therefore, in recent years, college English teaching has become more and more important in the college education system, and has been paid attention by local governments, parents and people from all walks of life. The university gathers students from all over the world. These students have different cultural backgrounds, living habits, eating habits and language use habits. Therefore, in the process of college English teaching, it is easy to produce cultural conflicts, which will damage students' self-esteem and self-confidence, affect students' physical and mental health, and then lead to some students' thinking and expression barriers.

Patients with thinking expression disorder cannot normally express their emotions, tendencies, feelings and judgments, which seriously affects students' daily life and learning. If the thinking and expression disorder of students cannot be solved and alleviated for a long time, it will also lead to the increasingly withdrawn character of students, the degradation of students' social function, and even make students have psychology such as weariness and depression. Therefore, finding a suitable method to improve and innovate the college English teaching mode, so as to alleviate the obstacles of students' thinking and expression, is of great significance to students' physical and mental health and future development. In view of the above contents, the research combines school psychology to improve and innovate the college English teaching model. School psychology is a kind of applied psychology and the application of psychology in school education practice. The main research content of school psychology is to scientifically and reasonably evaluate the students' mental health level and the school's psychological education level, improve the teaching mode according to the evaluation results, and carry out psychological intervention on students. School psychology plays a good role in correcting and alleviating students' emotional disorders, personality disorders, and other mental diseases. Based on school psychology, this study puts forward strategies for the innovation and improvement of college English teaching mode, discusses the impact of improving college English teaching mode on students' thinking and expression barriers, and designs experiments to verify the teaching effect of improving college English teaching mode. The research provides a new way to improve the mental health level of college students, and is also of great significance to the long-term development of college students.

Objective: The university gathers students from all over the world. These students have different cultural backgrounds, living habits, eating habits and language use habits. Therefore, in the process of college English teaching, it is easy to produce cultural conflicts, which will damage students' self-esteem and self-confidence, affect students' physical and mental health, and then lead to some students' thinking and expression disorders. Based on school psychology, this study puts forward strategies for the innovation and improvement of college English teaching mode, discusses the impact of improving college English teaching mode on students' thinking and expression disorder, and hopes to find an appropriate way to treat students' thinking and expression disorder.

Research objects and methods: Using stratified cluster sampling method, 120 students with thinking expression disorder due to cultural conflict were selected from 8 colleges and universities, including 67 boys and 53 girls. 120 students from different majors, aged 18-25. Using the self-made thinking expression ability evaluation scale to evaluate students' thinking expression ability. The scale includes four elements: fluency of expression, clarity of speech, clarity of thinking logic and expression intention. The score of each element is 1-25, and the full score of the scale is 100. The higher the score, the stronger the students' thinking and expression ability. Using students' English performance evaluation to improve the teaching effect of English teaching model.

Research design: 120 students were randomly divided into research group and control group by random number table method, with 60 people in each group. Among them, the students in the research group adopted the improved college English teaching model based on school psychology. The control group adopts the traditional college English teaching mode. After four months of teaching, the thinking expression ability and English performance of the two groups were compared.

Methods: The relevant data were processed and analyzed by software SPSS22.0.

Results: After teaching, the English scores of the students in the study group were significantly improved compared with those before teaching ($P < 0.05$). The English scores of the students in the study group were significantly higher than those in the control group ($P < 0.05$), as shown in Table 1.

Table 1. English scores of the two groups

Timing	English achievement		<i>t</i>	<i>P</i>
	Research group	Control group		
Before teaching	67.1±10.2	66.4±11.1	0.246	0.752
After teaching	85.3±8.4	75.9±12.4	8.572	0.001
<i>t</i>	8.720	0.453	-	-
<i>P</i>	0.001	0.654	-	-

Conclusions: Under the multicultural background, the importance of international talents who can master and skillfully use English is becoming more and more prominent. Therefore, in recent years, college English teaching has become more and more important in the college education system, and has been paid attention by local governments, parents and people from all walks of life. In the process of college English teaching, it is easy to produce cultural conflict, which leads to the damage of students' self-esteem and self-confidence, affects students' physical and mental health, and then leads to some students' thinking and expression barriers. Patients with thinking expression disorder cannot normally express their emotions, tendencies, feelings and judgments, which seriously affects students' daily life and learning. School psychology plays a good role in correcting and alleviating students' emotional disorders, personality disorders and other mental diseases. Therefore, combined with school psychology, the research improves and innovates the college English teaching model, effectively alleviates the degree of students' thinking and expression obstacles, and improves students' English performance.

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THE CURRENT SITUATION AND COUNTERMEASURES OF RURAL FINANCIAL TARGETED POVERTY ALLEVIATION UNDER THE RURAL REVITALIZATION STRATEGY UNDER THE BACKGROUND OF COGNITIVE IMPAIRMENT

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Background: Poverty has always been a difficult problem that the whole world attaches importance to. With the progress of the times and the improvement of national strength, China's economic level is growing rapidly, but some remote rural areas are still in poverty due to the problems of education, resources and regional environment, and the annual income of farmers is very low. In recent years, in order to complete the poverty alleviation work and eliminate poverty in China, China has put forward the rural revitalization strategy and launched the targeted poverty alleviation policy of rural finance. In the process of rural financial targeted poverty alleviation, there are still some problems. Some rural financial targeted poverty alleviation work is not carried out smoothly, resulting in some poverty alleviation workers having negative emotions such as anxiety and depression. With the long-term lack of progress in poverty alleviation, negative emotions have accumulated for a long time, resulting in some staff suffering from cognitive impairment. Cognition refers to the process that the brain processes the acquired information and skills intelligently. The process of cognition will involve a series of complex social behaviors and activities such as learning, memory, emotion, thinking, and so on. When the human cerebral cortex is damaged by various factors, the brain's intelligent processing process will be limited and abnormal, which will lead to cognitive impairment.

Patients with cognitive impairment will have obstacles in learning, communication, and memory, which will not only affect the daily life of poverty alleviation workers, but also affect the progress of poverty alleviation, and then affect the development of a harmonious society in China. Social psychology is a branch of psychology that began to rise in the early 20th century. It mainly studies the occurrence and change laws of psychology and behavior of individuals and groups in social interaction and discusses interpersonal relations at the individual level and social group level, including group communication structure, group norms, and so on. Based on social psychology, the research analyzes the behavior and psychological laws of financial targeted poverty alleviation objects, and then puts forward improvement countermeasures according to the current situation of financial targeted poverty alleviation, so as to alleviate the cognitive obstacles of poverty alleviation workers, so as to speed up the progress of rural financial targeted poverty alleviation and realize rural revitalization.

Objective: Based on the concept of targeted poverty alleviation, some researchers put forward the concept of financial targeted poverty alleviation. In the process of rural financial targeted poverty alleviation, there are still many problems, resulting in the long-term lack of progress in poverty alleviation. In this context, some poverty alleviation workers have a long-term backlog of negative emotions and suffer from cognitive impairment. Patients with cognitive impairment will have obstacles in learning, communication and memory, which will not only affect the daily life of poverty alleviation workers, but also affect the progress of poverty alleviation, and then affect the development of a harmonious society in China. Therefore, based on social psychology, the research analyzes the behavior and psychological laws of financial targeted poverty alleviation objects, and then puts forward improvement countermeasures according to the current situation of financial targeted poverty alleviation, so as to alleviate the cognitive obstacles of poverty alleviation workers, so as to accelerate the progress of rural financial targeted poverty alleviation and realize rural revitalization.

Research objects and methods: From four poor rural areas, 100 staff engaged in rural financial targeted poverty alleviation and suffering from varying degrees of cognitive impairment were selected as the research objects. The mental health part of the Mini-mental State Examination (MMSE) and quality of 36-Item Short Form Health Survey questionnaire (SF-36) were used to evaluate the degree of cognitive impairment.

Study design: 100 staff were randomly divided into study group and control group by the random number table method, with 50 people in each group. Among them, the staff of the research group adopted the improved rural financial targeted poverty alleviation model based on social psychology to carry out poverty alleviation work. The control group used the traditional rural financial targeted poverty alleviation model to carry out poverty alleviation. After 4 months of poverty alleviation, the cognitive impairment of the two groups of students was compared.

Methods: The relevant data were processed and analyzed by SPSS22.0.

Table 1. Changes in the degree of cognitive impairment between the two groups

Timing	MME Score		t	P
	Research group	Control group		
Before work	11.4±5.5	11.3±5.2	0.254	0.671
After work	26.4±2.4	12.2±4.0	6.673	0.035
t	7.643	0.361	-	-
P	0.001	0.412	-	-

Results: After 4 months of poverty alleviation, the degree of cognitive impairment of the staff in the study group decreased significantly ($P < 0.05$). There was no significant change in the control group ($P > 0.05$), and it was significantly lower than that in the study group ($P < 0.05$), as shown in Table 1.

Conclusions: Poverty has always been a difficult problem valued by the whole world. With the progress of the times and the improvement of national strength, China's economic level is growing rapidly, but some remote rural areas are still in poverty due to the problems of education, resources, and regional environment, and the annual income of farmers is very low. Therefore, China has put forward the rural revitalization strategy and launched the targeted poverty alleviation policy of rural finance. In the process of rural financial targeted poverty alleviation, there are still many problems, resulting in the long-term lack of progress in poverty alleviation. In this context, some poverty alleviation workers have a long-term backlog of negative emotions and suffer from cognitive impairment. Based on social psychology, the research analyzes the behavior and psychological law of the target of financial targeted poverty alleviation and then puts forward improvement countermeasures according to the current situation of financial targeted poverty alleviation. The results showed that after 4 months of poverty alleviation, the degree of cognitive impairment of the staff in the study group decreased significantly ($P < 0.05$). There was no significant change in the control group ($P > 0.05$), and it was significantly lower than that in the study group ($P < 0.05$). Therefore, based on social psychology, putting forward improvement countermeasures for the current situation of financial targeted poverty alleviation can alleviate the cognitive impairment of poverty alleviation workers, so as to speed up the progress of rural financial targeted poverty alleviation and realize rural revitalization.

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ANALYSIS ON THE FACTORS AFFECTING THE PSYCHOLOGICAL STABILITY OF TENNIS PLAYERS

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Background: The motivation of tennis players can be divided into intrinsic motivation and extrinsic motivation. Intrinsic motivation includes competent motivation, achievement motivation and motivation to accept challenge. Extrinsic motivation includes sports motivation caused by the pressure of external environment such as material benefits, coaches, family and society. Intrinsic motivation can promote people's pursuit of sports goals. Athletes in the game, to be able to organically combine the internal and external motives, in order to effectively mobilize the enthusiasm. Psychological quality is an important factor that can help athletes to win in competitive events, and it is also an important factor to help athletes win. Tennis is one of the most important sports, which has a high requirement for the psychological quality of the athletes. Generally speaking, in tennis competition process, if both sides athlete's physical strength and the technical level are equal, then the psychological quality has become the core factor which obtains the competition victory. In tennis competition, if the skill level and physical quality level of the two sides are not too different, then the level of athletes will have a direct impact on the psychological changes of athletes, especially on the key ball. If the athletes play well in the competition, it will greatly enhance their self-confidence and help them to win the competition. If the athletes play poorly in the competition, it will increase the tension and anxiety of the athletes, and even reduce their self-confidence, which will affect the competition results.

Objective: With the rapid development of modern competitive sports, coaches all over the world use all means to maximize the potential of athletes, through scientific and systematic training. In the modern sports competition practice, the investigation discovered that athlete's competition psychology has played the decisive role in the entire competition victory or defeat, especially in the high-level contestant's confrontation.

Subjects and methods: Randomly selected 20 tennis players, regardless of sex. Before the experiment, the 20 athletes were interviewed. The main content of the interview was to analyze the factors influencing the psychological stability in the competition. The results show that there are two aspects: one is the impact of objective factors, such as the stadium environment, coaches and referees. Second, the impact of subjective factors, such as athletes' goal setting, tactical achievements and play level, will quality, physical aspects and self-motivation and so on. In the weekly training to open a psychological course, a period of 3 months. During the experiment, in addition to normal training, the coach should focus on the following points of training and enlightening athletes. First, to establish the self-confidence of athletes. Second, the

tension, anxiety and effective psychological control and dredging. Third, ensure that the target is reasonable. Fourth, strengthen attention training. After the end of the experiment, the 20 players were investigated by questionnaires, using Excel statistics in the above four aspects to improve the quality of tennis players on the impact of competition.

Results: Every excellent athlete has a glorious history and an unforgettable lesson. It is a good teaching material for us to educate the athletes. This kind of material can inspire the athletes to love the collective, maintain the honor, not forget the humiliation, the courage to fight, positive and enterprising spirit. Even if the skills and movements of the athletes are not satisfactory, as long as the coaches give more encouragement and encouragement to the athletes, it will give them a kind of self-confidence, a kind of affirmation, and will have a profound impact on cultivating their interests and other psychological qualities.

The results of this survey use 1-5 grades to quantify the influence values of specific factors, 1 to indicate irrelevant, 2 to indicate slight influence, 3 to indicate ordinary influence, 4 to indicate obvious influence, and 5 to indicate full influence. In order to reduce the relatively large error caused by individual subjectivity in the evaluation, the evaluation values of 20 tennis players are adopted and the average values are obtained by rounding off the results. The specific statistical table is shown in Table 1.

Table 1. The influence of improving the quality of tennis players on competition

Factor	Enhance self-confidence	Control one's nervousness	Ensure the reasonableness of objectives	Intensified attention
Grades	5	5	4	5

Conclusions: In the tennis match, the athlete's psychological quality is the direct factor which affects the match result. Therefore, to improve the psychological quality of athletes can not only ensure the normal or extraordinary level of athletes, but also help athletes win the game. However, there are many factors that affect athletes' psychology, so we should pay attention to the application of various effective measures in order to reduce the impact of various factors on athletes' psychology, so that they can achieve the best results in the process of competition and thus win the competition.

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ANALYSIS ON THE EFFECT OF THE INNOVATION AND REFORM OF PHYSICAL EDUCATION TEACHING MODE IN COLLEGES AND UNIVERSITIES ON STUDENTS WITH COMMUNICATION AND ADAPTATION BARRIERS

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Background: Physical education is an important part of higher education and an important means to promote the all-round development of students' morality, intelligence and physique. The essential function of physical education is to improve people's health, enhance people's physique and promote people's socialization process. College physical education is one of the important courses to cultivate modern qualified and innovative talents. It plays an important role in shaping college students' strong physique, complete personality, tenacious perseverance, stable emotion, good adaptability and smart adaptability. At present, due to the imbalance of college students' physical and mental development, many college students often face psychological confusion and psychological conflict, and some develop into serious psychological obstacles such as weariness, loneliness and inferiority, and even lead to psychological diseases. According to statistics, the number of college students with communication and adaptation barriers is increasing year by year.

The reform of physical education curriculum in colleges and universities should aim at strengthening students' physique, developing psychological quality and cultivating noble moral quality and personality characteristics. On the premise of health education and emphasizing the importance of college students' physical and mental health, we should carry out physical education curriculum teaching to comprehensively improve college students' physical culture literacy. Make full use of various resources, set up a variety of sports to meet the learning needs of students, show students the colorful and pleasant charm of sports, and form the educational characteristics of traditional sports culture in colleges and universities.

Objective: Colleges and universities should actively expand the function of physical education, optimize the physical education teaching mode, integrate physical education teaching resources, give full play to

their subjective initiative according to students' interests and hobbies, make physical education develop in a multi-functional and diversified direction, and achieve remarkable results in cultivating students' technical skills. It effectively cultivates the will and quality of students to adapt to the environment, dare to face difficulties, overcome themselves, overcome difficulties, bear hardships and stand hard work, unite and cooperate, so as to achieve the purpose of physical and mental education in colleges and universities, and adjust and treat the psychological confusion and psychological obstacles of college students.

Subjects and methods: 400 students with communication adaptation disorder were randomly selected, including 180 girls and 220 boys, with an average age of 20.51±1.35. The subjects were divided into experimental group and control group, with 200 students in each group.

Research design: Give the experimental group an innovative model of college physical education teaching. The control group was given routine physical education teaching mode. After teaching, the cognitive impairment of the two groups of college students before and after teaching was compared, and Alzheimer's Disease Assessment Scale cognitive subscale (ADAS-cog) was used to evaluate before and after intervention. The scale has 11 questions with a full score of 70. The evaluation content involves the use of language, concept, structure, orientation and word recognition, and the score is directly proportional to the degree of damage. In order to judge the situation of communication and adaptation obstacles of college students before and after the innovative mode of physical education in colleges and universities.

Methods: The relevant data were calculated and counted by Excel software and SPSS20.0 software.

Results: Before teaching, there was no significant difference in ADAS-cog between the two groups ($P > 0.05$). After teaching, there was significant difference in ADAS-cog scores between the two groups ($P < 0.05$). As shown in Table 1.

Table 1. The ADAS cog scores of the two groups in different periods were compared

	Group	Experience group	Control group	P
ADAS-cog	Before teaching	20.02±2.61	20.12±2.58	0.379
	After teaching	13.55±1.87*	17.59±2.31*	0.018

Note: Compared with the baseline ADAS-cog score of this group, * indicates $P < 0.05$.

Conclusions: Deepening the reform of college physical education curriculum, expanding the function of physical education, and promoting the physical and mental health of college students are the inevitable trend of the development strategy of modern physical education. It is one of the effective methods and means to test college students' psychological disorders to conduct a follow-up survey of college students' mental health and establish and improve college students' psychological archives. The positive influence of physical education on college students' psychological obstacles is all-round. There is a positive correlation between the purpose of physical education and college students' mental health. According to the actual situation of colleges and universities, reasonably optimize the physical education curriculum, implement the integrated teaching mode inside and outside the class, expand the physical education platform, and lead the treatment of college students' psychological obstacles to the process of physical education. The reform of physical education curriculum in colleges and universities must achieve the goal of physical and mental education of students. According to the learning characteristics, learning tasks, interests and hobbies of college students, the reform system of physical education curriculum in colleges and universities should be implemented. All these are in line with the requirements of the state on the all-round development of quality education and the development direction of contemporary education.

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THE IMPACT OF SOCIAL POLICY CHANGES ON COMMUNICATION ADAPTABILITY DISORDER OF MIGRANT ELDERLY

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Background: The background of China's urbanization is accelerating, including a large number of rural populations moving into cities. These young and middle-aged rural people settled in cities and towns by going to school and working. These young and middle-aged parents for various reasons, such as taking care of their children's daily life, self-pension, filial piety and so on, these old people either voluntarily or forced to leave their rural hometown and move to cities and towns to settle down. For this special group of elderly

immigrants, some scholars define it as the accompanying elderly. Most of the accompanying elderly are used to rural life. After moving to the city, they will have maladjustment, including social adaptation, cultural adaptation and psychological adaptation. Social adaptation includes interpersonal communication, recreational activities and community participation. Cultural adaptation includes language communication, living habits and values. Psychological adaptation includes life satisfaction, psychological distance, identity and future plans. In addition, changes in urban social policies, such as the pension system and medical expense reimbursement system, are different from those in rural areas, resulting in the extremely maladjustment and confusion of the accompanying elderly. Therefore, based on the above contents, the quality of life of the accompanying elderly can be improved to a certain extent, but the mental health status is not optimistic. Under various maladjustments, many accompanying elderly people have psychological diseases such as anxiety and depression, which lead to the damage of cerebral cortex, the decline of cognitive function, and finally suffer from communication adaptability disorder.

Communication adaptability disorder is that in the process of communication, patients have language cognitive impairment due to defects in one or more cognitive functions such as working memory, self-management or executive function, which leads to the decline of patients' language communication ability, unable to accurately express their thoughts and normal communication with people. Therefore, the negative emotions of the accompanying elderly with communication and adaptation barriers will be more serious and cannot be effectively alleviated, which will greatly damage the mental health of the accompanying elderly and reduce the quality of life of the accompanying elderly. Social psychology is a branch of psychology that began to rise in the early 20th century. It mainly studies the occurrence and change laws of psychology and behavior of individuals and groups in social interaction, and discusses interpersonal relations at the individual level and social group level, including group communication structure, group norms and so on. Therefore, based on social psychology, the study analyzes the social adaptability of the migrant elderly, and puts forward strategies to enable the migrant elderly to adapt to urban life faster, alleviate the negative emotions of the elderly, and then treat the communication adaptability obstacles of the elderly, so as to promote the construction and development of a harmonious society.

Objective: Most of the elderly who move with them are used to rural life. After moving to the city, due to the changes of living habits, social policies and other factors, they will not adapt to the situation, and then have psychological diseases such as anxiety and depression, resulting in the damage of cerebral cortex, the decline of cognitive function, and finally suffer from communication adaptability disorder. Communication adaptability disorder will reduce the quality of life of the elderly and increase the family burden. Therefore, the research analyzes the social adaptability of the elderly based on social psychology, and puts forward strategies to enable the elderly to adapt to urban life faster, alleviate the negative feelings of the elderly, and then treat the communication adaptability disorder of the elderly and promote the construction and development of a harmonious society.

Subjects and methods: 80 elderly people with communication adaptability disorder were randomly selected by stratified cluster sampling. The Chinese Rehabilitation Research Center Standard Aphasia Examination (CRRCAE) was used to evaluate the degree of communication adaptation disorder.

Study design: 80 accompanying elderly people were randomly divided into study group and control group, with 40 people in each group. The patients in the study group used the intervention method proposed by the study to intervene in the elderly. The patients in the control group did not take measures. After 3 months, the degree of communication adaptability disorder of the two groups was compared.

Methods: The relevant data were processed and analyzed by software SPSS17.0.

Results: Before the intervention, there was no significant difference in CRRCAE scores between the two groups ($P > 0.05$). After the intervention, the CRRCAE scores of patients in the study group were significantly higher than those in the control group ($P < 0.05$), as shown in Figure 1.

Conclusions: With the continuous development of China's economic level and the accelerating process of urbanization, a large number of young and middle-aged people in rural areas began to move into cities, so there were a large number of accompanying elderly groups. Some elderly people who move with them are used to rural life. After moving to the city, they will have maladjustment, and then have psychological diseases such as anxiety and depression, resulting in damage to the cerebral cortex, decline in cognitive function, and finally suffer from communication adaptability disorder. The research is based on social psychology and puts forward intervention methods. The results showed that there was no significant difference in CRRCAE score between the two groups before the intervention ($P > 0.05$). After the intervention, the CRRCAE score of the study group was significantly higher than that of the control group ($P < 0.05$). The above shows that the intervention method proposed in the study can effectively treat the communication adaptability disorder of the elderly and promote the construction and development of a harmonious society.

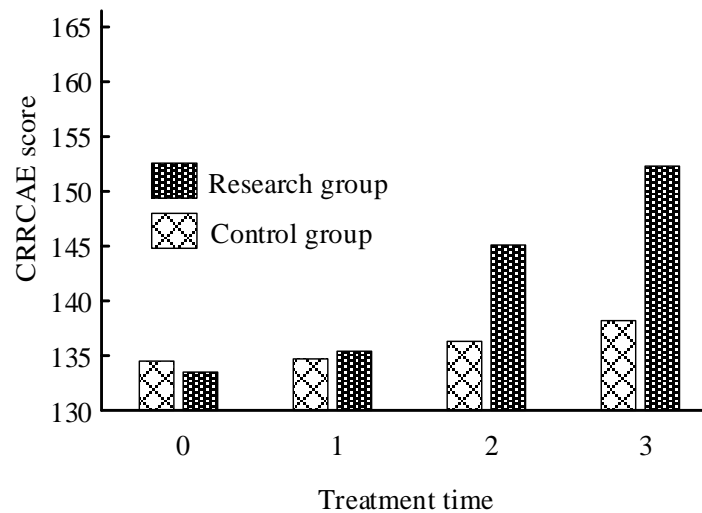


Figure 1. The degree of communication adaptability disorder between the two groups

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THE STATUS QUO OF INTERNET PLUS EMBEDDED COMMUNITY PENSION IN JIANGSU FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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Background: Population aging has become a worldwide problem. According to previous reports, the population aging of Jiangsu Province ranks third in China. The proportion of people over 60 years old exceeds 22.5% of the total population of Jiangsu Province. The problem of population aging is very serious. At present, the main pension modes in China are home-based pension and institutional pension. However, in the above pension model, due to insufficient economic support, lack of emotional comfort and other reasons, the elderly are easy to feel lonely and lonely, resulting in mental health problems and mental diseases, such as anxiety, depression, cognitive impairment and so on. Many studies show that most of the elderly have a strong sense of loneliness and their mental health is very unsatisfactory, which not only greatly affects the quality of life of the elderly, but also may lead to the decline of cognitive function of the elderly, which will increase the prevalence of cognitive impairment, increase the burden on families and affect the construction of a harmonious society. In this context, some scholars put forward a community-embedded elderly care model that combines the advantages of home-based elderly care and institutional elderly care, and quickly extended it to major cities for pilot. Community embedded pension model can reintegrate the elderly into the social relationship structure and relieve the loneliness and anxiety of the elderly. It is of great significance to improve the mental health level and quality of life of the elderly.

In recent years, Internet technology has developed rapidly, and has been integrated into all walks of life. It also plays an important role. The concept of Internet plus has emerged. Some scholars apply Internet plus to the field of providing for the aged, and realize "intelligent endowment". However, many elderly people have low awareness of the Internet, which is difficult to understand, and the intelligent elderly care industry is immature and fails to form a mature industrial chain. Therefore, the effect of Internet plus embedded pension mode needs further study. Social psychology is a branch of psychology, which mainly studies the occurrence and change law of psychology and behavior of individuals and groups in social interaction, and discusses interpersonal relations at the individual level and social group level, including group communication structure, group norms and so on. In social psychology, it is generally divided into three fields: individual process, interpersonal process and group process. Among them, individual process involves individual attitude, personal perception and self-consciousness, as well as the change law of individual personality development and social development. The interpersonal process is to explore the interpersonal relationship between individuals and the impact of interpersonal relationship on individual psychology. Group process studies individual psychology and behavior law from the perspective of macro environment, including the psychological impact of group and organization on individual and the

psychological impact of the surrounding environment on the individual. The Internet plus Internet plus embedded mode is closely related to the mental health of the elderly in the three fields, namely, individual process, interpersonal process and group process. Therefore, based on social psychology, the social integration, psychological changes and behavior rules of the elderly on the Internet + embedded pension mode are analyzed, and the effect of Internet plus embedded pension mode is analyzed. The research has a certain reference for the construction of China's elderly care service system, and is also of great significance to promote the development of China's elderly care.

Objective: Population aging has become a worldwide problem, among which China's population aging problem is the most serious. Among them, the proportion of people over 60 years old in Jiangsu Province exceeds 22.5% of the total population of Jiangsu Province, far exceeding the national aging social standard. In recent years, Jiangsu has launched an Internet plus embedded pension mode and has been piloted in various places. Based on social psychology, this paper analyzes the social integration, psychological changes and behavior rules of the elderly on the Internet plus embedded pension mode, analyzes the effect of the Internet plus embedded pension mode, and promotes the development of our pension industry.

Research objects and methods: Using a stratified sampling method, 100 elderly people were selected as the research objects. The subjects ranged in age from 62 to 78, including 43 males and 57 females. Self-rating Anxiety Scale (SAS) and Self-rating Depression Scale (SDS) were used to evaluate the mental health status of the elderly, and the Elderly Life Satisfaction Scale (ELSC) was used to evaluate the quality of life of the elderly.

Study design: 100 elderly people were randomly divided into study group and control group, with 50 people in each group. The elderly in the study group were given Internet plus embedded pension mode, while the elderly in the control group were provided by the community embedded pension mode. Three months later, the changes in mental health and quality of life of the two groups were compared.

Methods: The relevant data were processed and analyzed by software SPSS17.0.

Results: After three months of different pension modes, the anxiety level of the elderly in the study group was significantly lower than that in the control group ($P < 0.05$), as shown in Figure 1.

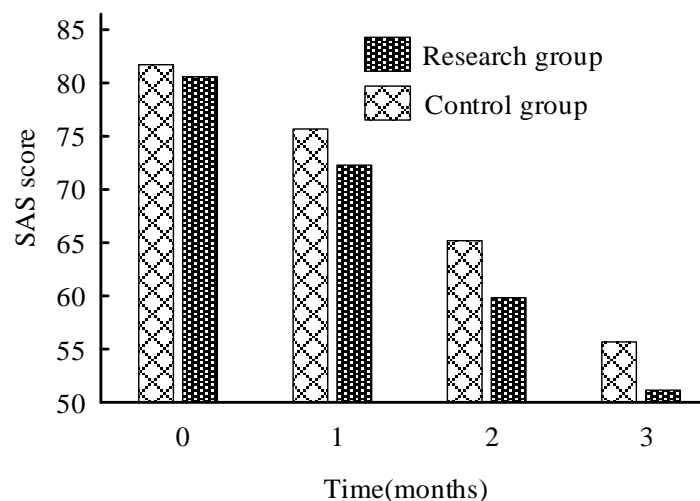


Figure 1. SAS scores of the elderly in the two groups

Conclusions: The traditional community home-based elderly care has the problems of unsatisfactory governance efficiency and low professional level. Institutional pension is limited to the problems of lack of resources and high cost, so it is difficult to promote it on a large scale. In this context, some scholars have proposed a community-embedded pension model that combines the advantages of home-based pension and institutional pension. In recent years, Jiangsu has launched an Internet plus embedded pension mode and has been piloted in various places. Based on social psychology, the paper analyzes the effect of the Internet plus embedded pension mode. The results showed that the anxiety level of the elderly in the study group was significantly lower than that in the control group ($P < 0.05$). The above results show that the Internet plus embedded pension mode can effectively alleviate the loneliness and anxiety of the elderly.

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THE COOPERATIVE EDUCATION MECHANISM BETWEEN IDEOLOGICAL AND POLITICAL EDUCATORS AND PROFESSIONAL COURSE TEACHERS IN COLLEGES AND UNIVERSITIES BASED ON COGNITIVE PSYCHOLOGY

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Background: In the process of the continuous development and progress of China's economy and society, the government and people from all walks of life pay more and more attention to moral education in colleges and universities. In recent years, the Party Central Committee has established moral education as the primary task of higher education. Ideological and political education is an important way to strengthen the ideological construction of students, and it is also the main method to guide college students to cultivate a correct outlook on life and values. It plays an important role in establishing students' self-confidence, cultivating good moral concepts and strengthening college students' ideals and beliefs. It has an important impact on the level of college students' moral quality mental health construction and future development are of great significance. In colleges and universities, professional course teaching and ideological and political education are the two main ways to cultivate high-quality talents. Among them, professional course teaching mainly cultivates college students' professional knowledge and learning ability, so that students have a solid theoretical foundation. Ideological and political education in colleges and universities is to cultivate students' ideological and moral cultivation and professional quality. Nowadays, the education industry is gradually developing in a diversified direction, requiring students to develop in all aspects of morality, intelligence, physique, beauty, labor and so on. Therefore, as a professional course of intellectual education and ideological and political education as moral education, it has a very high position in the curriculum system of colleges and universities and is an important way to achieve the goal of cultivating talents in colleges and universities. The integration of professional courses and ideological and political education in colleges and universities can cultivate professional talents with high ideological and political quality and contribute to the development of society, which requires the mutual cooperation and collaborative education of ideological and political educators and professional course teachers.

At present, the collaborative education between ideological and political educators and professional course teachers in colleges and universities cannot be carried out effectively, and there are many problems, such as teachers' insufficient cognition of collaborative education. There are few talents in collaborative education and the team is incomplete. The practice of collaborative education mode is less and lack of experience. Cognitive psychology is a branch of psychology that began to rise in 1950. It mainly studies human advanced psychological processes, such as attention, perception and so on. The orientation of cognitive psychology focuses on the mode of thinking and reasoning by using cognition. Therefore, based on cognitive psychology, this study analyzes the cognition of professional course teachers and ideological and political educators in the collaborative education model and then puts forward corresponding strategies to improve the collaborative education model of ideological and political educators and professional course teachers. Including clarifying the working objectives of collaborative education and improving the ideological cognition of collaborative education. Cultivate talents of collaborative education, innovate the ways of collaborative education and build a collaborative education system. The research improves the collaborative education model of ideological and political educators and professional teachers based on cognitive psychology, which can improve the ideological and moral level of students, transport professionals with excellent ideological and political literacy for the society, and then promote the development of society and economy.

Objective: In the process of the continuous development and progress of China's economy and society, the government and people from all walks of life pay more and more attention to moral education in colleges and universities. The integration of professional courses and ideological and political education in colleges and universities can cultivate professional talents with high ideological and political quality and contribute to the development of society, which requires the mutual cooperation and collaborative education of ideological and political educators and professional courses teachers. At present, there are many problems in the collaborative education of ideological and political educators and professional course teachers in colleges and universities. Therefore, the research improves the collaborative education model of ideological and political educators and professional course teachers based on cognitive psychology, hoping to improve the ideological and moral level of students and transport professional talents with excellent ideological and political quality for the society, so as to promote social and economic

development.

Research objects and methods: 100 students in a university were selected as the research object, and the examination results of ideological and political education and professional courses were used to evaluate the students' understanding and learning level of the theoretical knowledge of ideological and political education.

Study design: The students were randomly divided into study group and control group by random number table method, with 50 people in each group. The students in the research group used the improved collaborative education model based on cognitive psychology to teach. The students in the control group were taught with the traditional collaborative education model. Three months later, the examination results of ideological and political education courses and professional courses of the two groups were compared.

Methods: The relevant data were processed and analyzed by software SPSS18.0 and Excel.

Results: After 3 months, the scores of students in the study group were significantly higher than those in the control group ($P < 0.05$), as shown in Table 1.

Table 1. Professional course scores of the two groups of students

Timing (months)	English achievement		<i>t</i>	<i>P</i>
	Research group	Control group		
0	67.1±10.2	66.4±11.1	0.246	0.752
1	71.5±9.2*	67.9±9.4	1.537	0.053
2	78.6±10.1*	71.3±8.6*	5.413	0.034
3	85.3±8.4*	75.9±12.4*	8.572	0.001

* $P < 0.05$ compared with that before teaching

Conclusions: Ideological and political education is not only an important way to strengthen students' ideological construction, but also the main method to guide college students to cultivate a correct outlook on life and values. As a professional course of intellectual education and as moral education, ideological and political education has a very high position in the curriculum system of colleges and universities. It is an important way to achieve the goal of cultivating talents in colleges and universities. Based on cognitive psychology, the research improves the collaborative education model of ideological and political educators and professional teachers, hoping to improve the ideological and moral level of students, transport professionals with excellent ideological and political literacy for the society, and then promote the development of society and economy. The results showed that after 3 months, the scores of students in the study group were significantly higher than those in the control group ($P < 0.05$). Therefore, based on cognitive psychology, we can accurately analyze the cognitive psychology of teachers and students in the process of collaborative education, and then effectively improve the collaborative education model.

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THE INNOVATION OF CHINESE TRADITIONAL ELEMENTS IN MODERN ART DESIGN AND ITS THERAPEUTIC EFFECT ON COGNITIVE IMPAIRMENT

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Background: In the process of social and economic development, people's pace of life is faster and faster, and the pressure of competition is greater and greater. Many people have serious psychological problems, such as anxiety, depression and so on. When these psychological problems are not solved for a long time, it will lead to psychological diseases, damage the patient's body function, and even damage the patient's cerebral cortex, resulting in cognitive impairment. Cognition refers to the process that the brain processes the acquired information and skills intelligently. The process of cognition will involve a series of complex social behaviors and activities such as learning, memory, emotion, thinking and so on. When the human cerebral cortex is damaged by various factors, the brain's intelligent processing process will be limited and abnormal, which will lead to cognitive impairment. The learning, memory and life of patients with cognitive impairment will be affected, which reduces the quality of life of patients, increases the family economic burden of patients, and is not conducive to the harmonious development of society. Therefore, finding appropriate methods to treat cognitive impairment is of great significance to the patients themselves, their

families and the harmonious development of society.

Works of art can give the audience a sense of beauty, so that the audience can get emotional resonance with the art creator. Art designers can realize the emotional interaction with the audience, so as to awaken the audience's past or current cognition and memory, stimulate emotional feedback, meet the audience's emotional needs and create more value. Therefore, the modern art design is often used in the adjuvant treatment of cognitive impairment. However, the form of the modern art design is relatively single, the audience is prone to aesthetic fatigue, and most modern art design is westernized, and the audience cannot fully understand the meaning and emotion of the works, resulting in the unsatisfactory adjuvant treatment effect of modern artworks. Studying the role of the audience's psychology in art appreciation will help the audience find a correct aesthetic and understanding angle under objective conditions, and improve the emotional resonance between the audience and artworks. Visual psychology is a branch of psychology, which mainly studies the relationship between external images and human psychological mechanisms. Visual psychology involves a wide range of disciplines, including psychology, physical optics, anatomy, visual physiology, visual art, visual learning and so on. Therefore, visual psychology has important applications in cognitive science, architectural design, ophthalmology and art design. The research applies visual psychology to modern art design and analyzes the psychology of the audience. In order to get close to the aesthetics of the audience, let the audience fully appreciate the emotion and connotation contained in modern artworks, and then treat cognitive obstacles, research on integrating Chinese traditional elements into modern art design. Based on visual psychology, modern art design integrated with Chinese traditional elements can arouse the emotional resonance of the audience, affect the psychological and physical functions of the audience, and then treat the cognitive impairment of the audience, reduce the economic burden of the patient's family and promote the harmonious development of society.

Objective: In modern society, many people have serious psychological problems, such as anxiety, depression and so on. When these psychological problems are not solved for a long time, it will damage the patient's cerebral cortex and lead to cognitive impairment. The modern art design is often used in the adjuvant treatment of cognitive impairment. However, the form of the modern art design is relatively single, the audience is prone to aesthetic fatigue, and most modern art design is westernized, and the audience cannot fully understand the meaning and emotion of the works, resulting in the unsatisfactory adjuvant treatment effect of modern artworks. Based on visual psychology, the research integrates Chinese traditional elements into modern art design, hoping to arouse the emotional resonance of the audience, then treat the cognitive impairment of the audience, reduce the economic burden of the patient's family and promote the harmonious development of society.

Subjects and methods: 83 patients with different degrees of cognitive impairment were selected as the subjects from the department of neurology of a tertiary hospital in City. The Cognitive Impairment Assessment Scale (CIAS) was developed in combination with the mental health part of the concise mental state examination scale and the 36-Item Short Form Health Survey questionnaire (SF-36) to assess the degree of cognitive impairment.

Study design: During the normal drug treatment of patients, different modern art and design works are displayed to patients for adjuvant treatment. When presenting works to patients, patients are required to express their feelings about modern art and design works and the emotions contained in the works. Part of the patients (82 people) was treated with modern art and design works integrated with Chinese traditional elements, which were recorded as a research group. Another part of patients (81 people) was treated with western modern art and design works, which were recorded as the control group. The CIAS scores of the two groups were compared 3 months later.

Methods: Using Excel software and SPSS22.0 software to process and analyze relevant data.

Results: Before the intervention, there was no significant difference in CIAS scores between the two groups ($P > 0.05$). After the intervention, the CIAS scores of members in the study group were significantly higher than those in the control group ($P < 0.05$), as shown in Table 1.

Table 1. CIAS scores of two groups of researchers

Timing	CIAS Score		<i>t</i>	<i>P</i>
	Research group	Control group		
Before intervention	56.4±8.5	56.5±9.2	0.254	0.671
After intervention	86.4±6.4	77.2±7.0	6.673	0.025
<i>t</i>	7.643	5.361	-	-
<i>P</i>	0.001	0.032	-	-

Conclusions: The learning, memory and life of patients with cognitive impairment will be affected, which reduces the quality of life of patients, increases the family economic burden of patients, and is not

conducive to the harmonious development of society. Works of art can give the audience a sense of beauty so that the audience can get emotional resonance with the art creator. Therefore, the modern art design is often used in the adjuvant treatment of cognitive impairment. However, the modern art design is mostly westernized, and the audience cannot fully understand the meaning and emotion of the works, resulting in the unsatisfactory adjuvant treatment effect of modern artworks. Based on visual psychology, the research integrates Chinese traditional elements into modern art design. The results showed that there was no significant difference in CIAS scores between the two groups before intervention ($P > 0.05$). After the intervention, the CIAS score of the study group was significantly higher than that of the control group ($P < 0.05$). Therefore, integrating Chinese traditional elements into modern art design based on visual psychology can effectively alleviate the cognitive impairment of the audience, reduce the economic burden of the patient's family and promote the harmonious development of society.

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ON THE DESIGN OF CULTURAL AND CREATIVE PRODUCTS FROM THE PERSPECTIVE OF ART DESIGN PSYCHOLOGY

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Background: In the process of social and economic development, people's pace of life is faster and faster, and the pressure of competition is greater and greater. Therefore, many people suffer from mental anxiety symptoms. Generally speaking, anxiety refers to people's emotional reaction to specific things in reality or the value characteristics of things that may happen in the future. Some scholars also put forward another definition of anxiety, that is, anxiety refers to negative emotions such as tension, uneasiness and anxiety in the face of upcoming or possible things with a certain probability of danger and threat. In previous studies, it has been confirmed that mild anxiety can help people better concentrate and energy, so as to improve work or learning efficiency. This is because the objective purpose of anxiety is to guide people on how to quickly take various measures and urgently mobilize various value resources, so as to effectively prevent the serious deterioration of the value characteristics of real or future things and make them develop in a favorable direction. However, excessive anxiety will cause patients to have emotional or physiological diseases, which will seriously affect the physical and mental health of patients, and then affect the normal work and life of patients. Therefore, we need to find a method that can effectively alleviate the anxiety level of people with mental anxiety, so as to promote the harmonious development of society.

Cultural and creative products, namely cultural and creative products, are high value-added products that rely on the wisdom, skills and talents of designers, recreate and improve the existing cultural resources and cultural goods, and finally produce after the full development and application of intellectual property rights. Cultural and creative works can reach the effect of emotional resonance with consumers through visual effects, cultural heritage and artistic expression, so as to improve the anxiety psychology of consumers. At present, in order to cater to consumers, most cultural and creative products ignore the cultural heritage and practical functions, resulting in the lower added value of cultural and creative products, the lower effect of treating mental anxiety, and the significant decline of consumers' consumption desire. Therefore, we need to find a way to improve the current design of cultural and creative products. Design psychology can analyze people's psychological state and psychological needs, and apply the analysis results to art design. In addition, design psychology also studies the psychological changes of designers in the design process and the psychological impact of design works on social groups and social individuals, and applies these to art design, so that art design can more intuitively and appropriately reflect the psychology and emotion of the audience, so as to meet the psychological and aesthetic needs of the audience. Design psychology contains many contents, including visual design, color psychology, consumer psychology, product design, environmental design, personality tendency, hierarchical demand, etc., it also involves perceptual texture and psychological effect. Among them, product design is based on visual design, color psychology and consumer psychology. Designers need to consider consumers' aesthetic, spiritual needs and economic strength, so as to design products with deep cultural connotation and meet consumers' psychological needs. Therefore, based on design psychology, the research puts forward suggestions on the design of cultural and creative products to improve them, so as to improve the cultural connotation of cultural and creative products and stimulate consumption, which also plays a positive role in the dissemination and promotion of China's traditional culture.

Objective: A good cultural and creative product needs to have three characteristics: aesthetics, function

and connotation. At present, in order to cater to consumers, most cultural and creative products ignore cultural heritage and practical functions, blindly pursue beauty and novelty, resulting in the lower added value of cultural and creative products and a significant decline in consumers' consumption desire. Therefore, based on design psychology, the research puts forward suggestions on the design of cultural and creative products in order to improve them, hoping to improve the cultural connotation of cultural and creative products, stimulate consumption, and also play a positive role in the dissemination and promotion of China's traditional culture.

Research objects and methods: 20 students majoring in art design in a university were selected to design cultural and creative products. Collect consumer satisfaction and purchase intention of cultural and creative products in a cultural and creative product trading website.

Study design: 20 students were randomly divided into two groups with 10 students in each group. One group carries out cultural and creative product design based on design psychology, which is recorded as the research group. The other group was created freely and was recorded as the control group. Each group of students designed 20 cultural and creative products for consumer evaluation. The satisfaction of consumers is quantified as 1-5. The greater the satisfaction value, the higher the consumer's recognition of the cultural and creative product.

Methods: Using Excel software and SPSS22.0 software to process and analyze relevant data.

Results: Consumers' satisfaction with the design of cultural and creative products based on design psychology was higher than that of freely created cultural and creative products in terms of aesthetics, function, and connotation, as shown in Table 1.

Table 1. Consumer satisfaction with cultural and creative products

Index	Group		t	P
	Research group	Control group		
Taste	3.42±0.45	3.03±0.57	5.324	0.037
Function	4.03±0.48	3.14±0.41	6.711	0.009
Connotation	4.57±0.33	2.76±0.64	8.725	0.001

Conclusions: Creative products are cultural and creative products, which are high value-added products. Good cultural and creative products need to have three characteristics, namely aesthetics, function and connotation. At present, in order to cater to consumers, most cultural and creative products ignore the cultural heritage and practical functions, resulting in the lower added value of cultural and creative products and a significant decline in consumers' consumption desire. Therefore, we need to find a way to improve the current design of cultural and creative products. Based on design psychology, the research puts forward suggestions on the design of cultural and creative products in order to improve them. The results show that consumers' satisfaction with the design of cultural and creative products based on design psychology is higher than that of freely created cultural and creative products in three aspects: aesthetics, function and connotation. Therefore, the design of cultural and creative products based on design psychology can improve the cultural connotation, stimulate consumption, and also play a positive role in the dissemination and promotion of China's traditional culture.

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PSYCHOLOGICAL RESEARCH BASED ON THE INTERNET PLUS INTERACTION DESIGN

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Background: In recent years, with the accelerating process of economic globalization, people's pace of life is getting faster and faster, and the competition in society, work and study is becoming more and more fierce. Therefore, many people suffer from a mental anxiety disorder. Excessive anxiety will form emotional or physiological diseases, which seriously damage the physical and mental health of patients. Therefore, we need to find an appropriate way to alleviate the anxiety of patients. Under the background of Internet plus, the rapid development of intelligent technology and the increasing demand of users' experience has made great changes in the content and form of interaction design. The fundamental principle of interactive design is people-oriented, based on user needs, focusing on the usability and user experience of interactive system design. Therefore, the use of interaction design can alleviate the anxiety of patients.

At present, there are still some defects in the interaction design under the background of “Internet plus”, such as immature voice interaction technology, weak emotion recognition and weak expression ability. Therefore, interaction design also needs to be improved and innovated. Design psychology can analyze people’s psychological state and psychological needs, and apply the analysis results to art design. In addition, design psychology also studies the psychological changes of designers in the design process and the psychological impact of design works on social groups and social individuals and applies these to art design, so that art design can more intuitively and appropriately reflect the psychology and emotion of the audience, so as to meet the psychological and aesthetic needs of the audience. Therefore, based on design psychology, the research analyzes the aesthetic and experience needs of users, and then puts forward an interactive design system based on the Internet and artificial intelligence, which designs the interactive forms of touch, voice, and physiological signals, improves the usability of interactive design, improves user experience, and forecasts the development trend of interactive design in the future, promote the development of interaction design industry to a certain extent.

Objective: Under the background of Internet plus, the rapid development of intelligent technology and the increasing demands of users on experience have made great changes in the content and form of interaction design. At present, there are still some defects in the interaction design under the background of “Internet plus”, such as immature voice interaction technology, weak emotion recognition, and weak expression ability. Therefore, based on design psychology, the research analyzes the aesthetic and experience needs of users, and then puts forward an interactive design system based on the Internet and artificial intelligence, hoping to improve the user experience, predict the development trend of interactive design in the future, and promote the development of interactive design industry to a certain extent.

Research objects and methods: 200 users were invited to experience the interactive design system and evaluate the interactive system. The evaluation value is 1-5. The higher the score, the higher the user experience.

Research design: An interactive design system based on design psychology and a traditional interactive design system is installed in a large shopping mall respectively. Users are invited to experience the two interactive design systems and evaluate the interactive system. After the experience, the interactive design system will have a pop-up window to investigate users’ satisfaction with the interactive design system. After all, users experience and check the scores, the evaluation values of 200 users will be counted.

Methods: The relevant data were processed and analyzed by software SPSS18.0 and Excel.

Results: The user’s evaluation value of the interactive design system improved based on design psychology was significantly higher than that of the traditional interactive design system ($P < 0.05$), as shown in Figure 1.

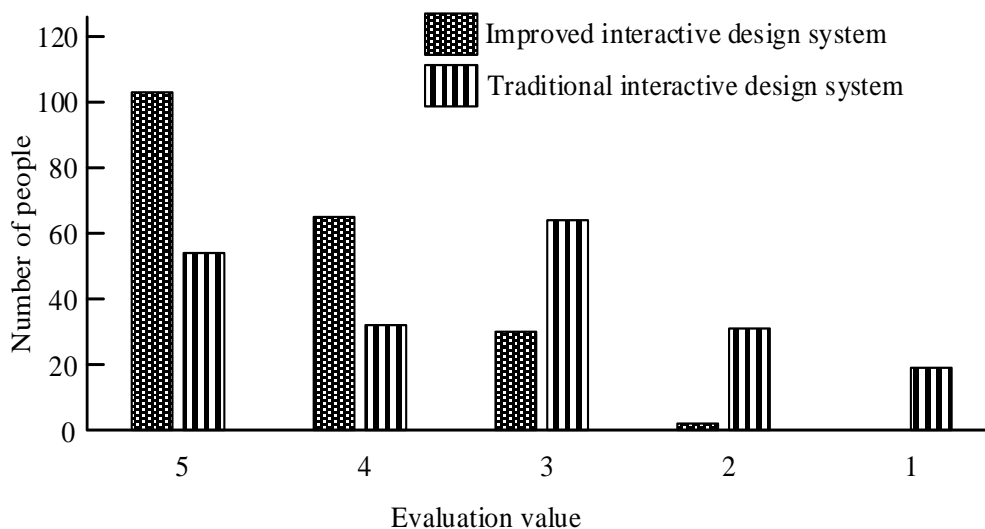


Figure 1. User evaluation value of interactive design system

Conclusions: The fundamental principle of interaction design is people-oriented, based on user needs, focusing on the usability and user experience of interaction system design. Among them, usability is the most basic and important index of interactivity, which is the evaluation of the overall practicability of interactive system design. At present, there are still some defects in the interaction design under the background of “Internet plus”, such as immature voice interaction technology, weak emotion recognition and weak expression ability, which leads to the lack of user experience. Based on design psychology, this

paper analyzes the aesthetic and experience needs of users, and then puts forward an interactive design system based on the Internet and artificial intelligence. The results of user experience show that the users' evaluation value of the interactive design system based on the improvement of design psychology is significantly higher than that of the traditional interactive design system. Therefore, the improvement of interactive design systems based on design psychology can improve the user experience and promote the development of the interactive design industry to a certain extent.

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ANALYSIS OF SCENE DESIGN IN 3D ANIMATION FROM THE PERSPECTIVE OF DIGITAL MEDIA ART DESIGN PSYCHOLOGY

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Background: With the continuous development of computer technology and Internet technology, digital media art also came into being and developed rapidly. Digital media art is a kind of skill and method of artistic processing, processing and creation of various works mainly through information technology. With the wide application of digital media art, more and more industries are involved. Now digital media art plays an important role in various modern designs, such as three-dimensional animation. 3D animation, also known as 3D animation, has the characteristics of comprehensive display, vivid, interesting, convenient modification, convenient use and low cost. It can jump out of the limitations of time and space, conditions and objects, and express complex and abstract things or concepts in vivid, simplified and vivid forms through various forms. Therefore, 3D animation is widely used in military, medical, education, entertainment and other fields. In today's highly developed information technology, the scene design in 3D animation also needs innovation and improvement to bring the audience a better viewing experience. However, the traditional scene design of 3D animation generally adopts the form of hand drawing. In the process of conversion and modification, it has low efficiency and high error rate, which greatly affects the creation of the whole 3D animation. In addition, the original processing technology of 3D animation is relatively single, and the animation and sound cannot be effectively integrated in the scene design, resulting in the low authenticity of 3D animation and reducing the viewing experience of the audience. Therefore, we should find a way to optimize and improve the scene design in 3D animation.

Design psychology can analyze people's psychological state and psychological needs, and apply the analysis results to art design. In addition, design psychology also studies the psychological changes of designers in the design process and the psychological impact of design works on social groups and social individuals, and applies these to art design, so that art design can more intuitively and appropriately reflect the psychology and emotion of the audience, so as to meet the psychological and aesthetic needs of the audience. The research is based on design psychology to analyze the audience's demand experience for 3D animation, and integrate digital media art into the scene design of 3D animation, so as to improve innovation and provide technical support for the development of subsequent 3D animation. The application of digital media art can improve the performance effect of 3D animation, highlight the connotation of animation, increase artistic appeal and visual impact, and provide a driving force for the development of 3D animation in China.

Purpose: 3D animation, also known as 3D animation, has the characteristics of comprehensive display, vivid, interesting, convenient modification, convenient use and low cost. It can jump out of the limitations of time and space, conditions and objects, and express complex and abstract things or concepts in vivid, simplified and vivid forms through various forms. Therefore, it is widely popular. However, there are many defects in the traditional three-dimensional animation scene design, which reduces the viewing experience of the audience. Therefore, based on design psychology, the research analyzes the audience's demand experience for 3D animation, integrates digital media art into the scene design of 3D animation, hoping to improve the performance effect of 3D animation, highlight the connotation of animation, increase artistic appeal and visual impact, and provide a driving force for the development of 3D animation in China.

Research objects and methods: Invite 3D animation creators to design the scene of 3D animation. For the scene design of the same three-dimensional animation, the traditional design method is adopted, and the design method based on design psychology and digital media art is adopted. 100 3D animation enthusiasts were selected as the research object to evaluate the scene design of two 3D animation. The

evaluation value is 1-5. The higher the score, the better the effect of 3D animation scene design.

Research and Design: Publish three-dimensional animation scene design based on traditional design methods and three-dimensional animation scene design based on design psychology and digital media art on a three-dimensional animation website. Invite 100 3D animation lovers to evaluate the two scene designs.

Methods: The relevant data were processed and analyzed by software SPSS18.0 and Excel.

Results: The evaluation value of 100 3D animation lovers on 3D animation scene design based on design psychology and integrated into digital media art was significantly higher than that of traditional design methods ($P < 0.05$), as shown in Figure 1.

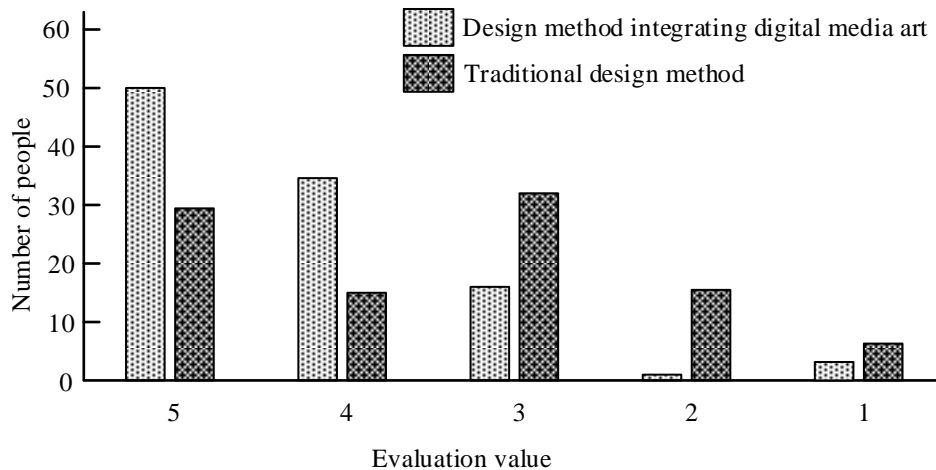


Figure1. Evaluation value of 3D animation lovers

Conclusions: In today's highly developed information technology, the scene design in 3D animation also needs innovation and improvement to bring the audience a better viewing experience. However, the traditional scene design of 3D animation generally adopts the form of hand drawing. In the process of conversion and modification, it has low efficiency and high error rate, which greatly affects the creation of the whole 3D animation and reduces the viewing experience of the audience. Therefore, based on design psychology, the research analyzes the audience's demand experience for 3D animation, integrates digital media art into the scene design of 3D animation, improves the performance effect of 3D animation, highlights the connotation of animation, increases artistic appeal and visual impact, and provides a driving force for the development of 3D animation in China.

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STANDARDIZATION OF LEGAL PROCEDURE IN THE TREATMENT OF DEPRESSIVE PSYCHOSIS

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Background: Psychosis, in order to reduce social discrimination, is more easily accepted by the society, so it is also called psychological disorder. Psychosis refers to the abnormal behavior of individuals in psychological process, thinking logic and personality characteristics due to physiological defects, psychological diseases or various social reasons. Patients with mental disorders lack sufficient ability to carry out appropriate social activities. Therefore, the consequences of the behavior of patients with mental disorders may pose a certain threat to themselves and society, and have a certain negative impact on the construction of a harmonious society. According to the clinical manifestations of patients, psychological disorders are divided into several types, such as psychosomatic disorders, anxiety, depression, hysteria, schizophrenia, manic, hallucinogenic and so on. Depressive psychosis, i.e., depression, is a more serious disease among psychological disorders. It is a psychological disease in which patients have a deviation in their cognition of social things under the influence of negative emotions such as depression and pessimism. The cognitive bias of patients with depressive psychosis is more serious. In order to end pain and confusion, they often have the idea of suicide. Therefore, the suicide rate of patients with depressive psychosis is 20

times higher than that of normal people, which is a vulnerable group.

In China, the protection of human rights of patients with depressive psychosis has always been a research hotspot, which has been widely discussed by people. People also pay great attention to the standards and procedures of standardizing diagnosis and treatment behavior by mental health legal system. At present, there are still some problems in the standardization of legal procedures in the treatment of depressive psychosis in China, such as the lack of strict standards and procedures for involuntary treatment, the unclear object of diagnosis and treatment notification, the opacity of diagnosis and treatment, the lack of supervision and so on. Personality psychology is a branch of psychology, which mainly studies the unique behavior patterns of individuals, including beliefs, self-concept, personality and so on. Personality psychology holds that each individual has unique characteristics, that is, the specificity of behavior characteristics and personality composition characteristics. This uniqueness leads individuals to choose different coping styles when facing the same problem. Based on personality psychology, this study analyzes the emotion, attitude and personality of patients with depressive psychosis in diagnosis and treatment, and then puts forward some suggestions to improve the legal procedure norms in the treatment of depressive psychosis, so as to avoid the occurrence of "being mentally ill" on the one hand, and help the hospital to be targeted on the other hand. Implement scientific rehabilitation treatment for patients differently, save medical resources and promote the construction of a harmonious society.

Objective: At present, there are still some problems in the standardization of legal procedures in the treatment of depressive psychosis in China, such as the lack of strict standards and procedures for involuntary treatment, the unclear object of diagnosis and treatment notification, the opacity of diagnosis and treatment, the lack of supervision and so on. Based on personality psychology, this study analyzes the personality of patients with depressive psychosis in diagnosis and treatment, so as to put forward suggestions, improve the legal procedure norms in the treatment of depressive psychosis, and promote the construction of a harmonious society.

Research objects and methods: 90 law students and 10 professors were selected as the research objects. Invite professors and students to evaluate the suggestions put forward by the research. The evaluation value is 1-5. The higher the score, the more effective the research object thinks the suggestions are.

Research design: Using Analytic Hierarchy Process (AHP) combined with fuzzy comprehensive evaluation to construct the evaluation system of legal procedure standardization in the treatment of depressive psychosis. The comprehensive analytic hierarchy process and fuzzy comprehensive evaluation method are used to analyze the suggestions put forward in the study.

Methods: The relevant data were processed and analyzed by software SPSS18.0 and Excel.

Results: All 100 subjects gave high evaluation to the suggestions put forward in the study, as shown in Figure 1.

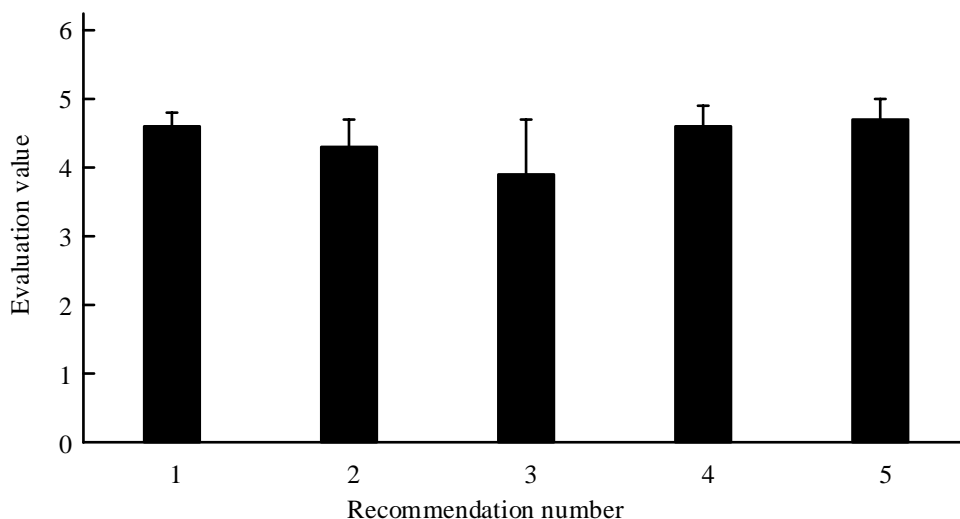


Figure 1. Evaluation value of research object

Conclusions: Depressive psychosis, i.e., depression, is a more serious disease among psychological disorders. It is a psychological disease that patients have a deviation in their cognition of social things under the influence of depression, pessimism and other negative emotions. The cognitive bias of patients with depressive psychosis is more serious. In order to end pain and confusion, they often have the idea of suicide. In China, the protection of human rights of patients with depressive psychosis has always been a research hotspot, which has been widely discussed by people. People also pay great attention to the standards and

procedures of standardizing diagnosis and treatment behavior by mental health legal system. Based on personality psychology, this study analyzes the emotion, attitude and personality of patients with depressive psychosis in diagnosis and treatment, and then puts forward some suggestions. The results show that 100 subjects have a high evaluation of the suggestions put forward by the study. Therefore, the suggestions put forward in the study can improve the legal procedure norms in the treatment of depressive psychosis and promote the construction of a harmonious society.

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LEGAL RESEARCH ON THE GUIDING EFFECT OF IDEOLOGICAL AND POLITICAL EDUCATION ON ANTISOCIAL PERSONALITY

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Background: Antisocial personality is antisocial personality disorder, also known as ruthless personality disorder and social morbid disease. It is a disease that seriously affects social security and social harmony. The causes of antisocial personality disorder are closely related to the family environment, including parents' education mode, parents' educational level, family economic income, family marital status and so on. Studies have shown that a good family environment can greatly reduce the incidence rate of antisocial personality disorder. Antisocial personality disorder mainly has the following four characteristics: high aggression, no sense of shame, unplanned behavior and poor social adaptation. The personality characteristics of patients with antisocial personality disorder deviate significantly from those of normal people. There are obvious abnormal behavior patterns in personal life and interpersonal relationships, and there will be conduct problems in adolescence, such as truancy, weariness, alcoholism, sexual debauchery, lying, violating discipline, attacking people and so on, which will continue to develop for a long time until the patient reaches adulthood or lifelong. Generally speaking, patients with antisocial personality disorder rarely take the initiative to seek the help of doctors. Instead, they will be imprisoned or put into reeducation through labor for violating laws and disciplines. Therefore, in the process of imprisonment or reeducation through labor, it is of great significance to guide the personality of patients with antisocial personality disorder, reduce the antisocial degree of patients, and avoid patients from violating the law and discipline again, which is of great significance to social harmony and stability and the long-term development of patients.

Personality psychology is a branch of psychology, which mainly studies the unique behavior patterns of individuals, including beliefs, self-concept, personality and so on. Personality psychology holds that each individual has unique characteristics, that is, the specificity of behavior characteristics and personality composition characteristics. This uniqueness leads individuals to choose different coping styles when facing the same problem. Based on the theory of personality psychology, in order to guide the patients with antisocial personality disorder to change in a good direction, we first need to change their personality traits such as thoughts, ideas and emotions. Ideological and political education is not only an important way to strengthen the ideological construction of educational objects, but also the main method to guide educational objects to cultivate correct outlook on life and values. It plays an important role in establishing the self-confidence of educational objects, cultivating good moral concepts and strengthening the ideals and beliefs of educational objects, and has an important impact on the moral quality level of educational objects. Mental health construction and future development are of great significance. Based on personality psychology, this study uses ideological and political education to educate and treat imprisoned patients with antisocial personality disorder, so as to reduce the aggression and antisociality of patients, improve social security and promote the construction of a harmonious society.

Objective: Patients with antisocial personality disorder are often imprisoned or put into reeducation through labor for violating laws and disciplines. Therefore, in the process of imprisonment or reeducation through labor, it is of great significance to guide the personality of patients with antisocial personality disorder, reduce the antisocial degree of patients, and avoid patients from violating the law and discipline again, which is of great significance to social harmony and stability and the long-term development of patients. Based on personality psychology, this study uses ideological and political education to educate and treat imprisoned patients with antisocial personality disorder, so as to reduce the aggression and antisociality of patients, improve social security and promote the construction of a harmonious society.

Participants and methods: 100 patients with antisocial personality disorder were selected as the

research object in a juvenile detention center, and the treatment effect of patients was evaluated by explicit aggressive behavior scale.

Study design: 100 patients with antisocial personality disorder were randomly divided into study group and control group, with 50 people in each group. The study group was treated with ideological and political education based on personality psychology, while the control group was treated with blank treatment. One month later, the scores of explicit aggressive behavior scale were compared between the two groups.

Methods: The relevant data were processed and analyzed by software SPSS18.0 and excel.

Results: After one month of intervention treatment, the score of explicit aggressive behavior scale in the study group was significantly lower than that in the control group ($P < 0.05$), as shown in Table 1.

Table 1. Explicit aggressive behavior scale scores of the two groups

Timing	Score		<i>t</i>	<i>P</i>
	Research group	Control group		
Before intervention	8.7±3.8	8.6±2.9	0.246	0.752
After intervention	2.1±1.3	7.4±3.8	6.537	0.013
<i>t</i>	8.462	1.453	-	-
<i>P</i>	0.000	0.132	-	-

Conclusions: Antisocial personality is antisocial personality disorder, also known as ruthless personality disorder and social morbid disease. It is a disease that seriously affects social security and social harmony. Patients with antisocial personality disorder are often imprisoned or put into reeducation through labor for violating the law and discipline. Therefore, in the process of imprisonment or reeducation through labor, it is of great significance to guide the personality of patients with antisocial personality disorder, reduce the antisocial degree of patients, and avoid patients from violating the law and discipline again, which is of great significance to social harmony and stability and the long-term development of patients. Based on personality psychology, ideological and political education is used to educate and treat imprisoned patients with antisocial personality disorder. The results showed that after one month of intervention treatment, the score of explicit aggressive behavior scale in the study group was significantly lower than that in the control group ($P < 0.05$). Therefore, the ideological and political education based on personality psychology can effectively reduce the aggression and antisociality of patients, improve social security and promote the construction of a harmonious society.

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AN EMPIRICAL STUDY ON GENDER DIFFERENCES IN COMPLIMENT RESPONSE STRATEGIES OF CHINESE COLLEGE STUDENTS IN THE CONTEXT OF COGNITIVE IMPAIRMENT

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Background: In the process of economic and social development, the competition is becoming more and more fierce. Therefore, many college students have too much psychological pressure and suffer from social anxiety, which leads to cognitive impairment. Cognition refers to the process that the brain processes the acquired information and skills intelligently. In the process of cognition, it will involve a series of complex social behaviors and activities such as learning, memory, emotion, thinking and so on. When the human cerebral cortex is damaged by various factors, the brain's intelligent processing process will be limited and abnormal, which will lead to cognitive impairment. Cognitive impairment is a pathological process involving brain function. Patients with cognitive impairment are often accompanied by learning impairment, memory impairment and aphasia, which seriously affect their daily life and reduce their quality of life. Therefore, we need to find an appropriate way to alleviate social anxiety and treat cognitive impairment. Compliment is a kind of positive speech act, which can praise someone's quality, possessions and talents explicitly or implicitly. The reasonable use of compliments can express their greetings or encouragement, which also plays an important role in alleviating the contradiction between the two sides and improving their relationship. The use of compliments can effectively alleviate social anxiety, and then play a role in the treatment of cognitive impairment.

Language is one of the most direct and convenient ways of communication between human individuals,

individuals and groups, groups and groups. Language is also a cultural and social phenomenon. Different countries and races also have different languages. Some studies have shown that there are obvious differences between men and women in the use of language, and this difference is mainly reflected in the users' vocabulary, language and communication strategies. There are also significant differences between men and women in the response strategies of compliments. Personality psychology is a branch of psychology, which mainly studies the unique behavior patterns of individuals, including beliefs, self-concept, personality and so on. Personality psychology holds that each individual has unique characteristics, that is, the specificity of behavior characteristics and personality composition characteristics. This uniqueness leads individuals to choose different coping styles when facing the same problem. Based on personality psychology, this study analyzes the gender differences of compliment response strategies of Chinese college students, and then analyzes the personality characteristics of students with cognitive impairment of different genders, so as to treat the patients, improve the treatment effect and reduce the family burden of students.

Objective: Patients with cognitive impairment are often accompanied by learning impairment, memory impairment and aphasia, which seriously affect their daily life and reduce their quality of life. Therefore, we need to find an appropriate way to alleviate social anxiety and treat cognitive impairment. Based on personality psychology, this study analyzes the gender differences of compliment response strategies of Chinese college students, and then analyzes the personality characteristics of students with cognitive impairment of different genders, so as to treat the patients, improve the treatment effect and reduce the family burden of students.

Subjects and methods: 80 students with cognitive impairment were selected from three universities, including 43 boys and 37 girls. The concise Mini-mental State Examination (MMSE) was used to evaluate the degree of cognitive impairment of students.

Research design: By interviewing teachers, classmates and students with cognitive impairment, we get the basic information and compliment response strategies of students, and compare the degree of cognitive impairment of students with different gender and compliment response strategies, so as to analyze the relationship between different personality characteristics and the degree of cognitive impairment.

Methods: The relevant data were processed and analyzed by software SPSS17.0.

Results: There were significant differences in the choice of compliment response strategies between different genders, as shown in Table 1.

Table 1. The choice of compliment response strategies in different genders

Strategy	Male		Female	
	Number	Percentage (%)	Number	Percentage (%)
Explicit compliment	19	44.2	32	86.5
Implied compliment	4	9.3	4	10.1
Mention but not compliment	5	11.6	1	27.0
Not mentioned	15	34.9	0	0.0
Total	43	100	37	100

Conclusions: In the process of economic and social development, the competition is becoming more and more fierce. Therefore, many college students have too much psychological pressure and suffer from social anxiety, which leads to cognitive impairment. The reasonable use of compliments can express their greetings or encouragement, which also plays an important role in alleviating the contradiction between the two sides and improving their relationship. The use of compliments can effectively alleviate social anxiety, and then play a role in the treatment of cognitive impairment. Based on personality psychology, this study analyzes the gender differences of compliment response strategies of Chinese college students, and then analyzes the personality characteristics of students with cognitive impairment of different genders, so as to treat the patients, improve the treatment effect and reduce the family burden of students.

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ANALYSIS OF INNOVATIVE TEACHING REFORM OF FINANCIAL ACCOUNTING SPECIALTY EDUCATION IN COLLEGES AND UNIVERSITIES FROM A PSYCHOLOGICAL PERSPECTIVE

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Background: In an enterprise, financial accounting is an indispensable post. The working ability of relevant staff is related to the profit limit of the enterprise. Therefore, the teaching of financial accounting is very important. Financial accounting teaching is a compulsory course for finance majors, which plays an important role in finance-related majors such as accounting and financial management. The traditional teaching mode of the financial accounting course in colleges and universities is relatively backward and has many defects, which leads to students' inability to understand and remember some abstract and complex concepts, which is not conducive to students' learning. In the long run, students will have anxiety, and then have the psychology of weariness. Generally speaking, anxiety refers to people's emotional reaction to specific things in reality or the value characteristics of things that may happen in the future. Mild anxiety can help people better concentrate and energy, so as to improve work or learning efficiency. Long-term and excessive anxiety will lead to the impairment of students' physical function, the decline of mental health level, affect students' daily life and study, and have a negative impact on students' long-term development and the improvement of China's market economy. Based on the above contents, it is necessary to innovate and reform the traditional teaching mode of financial accounting courses in colleges and universities, so as to improve the teaching effect and alleviate students' anxiety.

Educational psychology is a branch of psychology. Its main research direction is the learning effect of students, the effect of teaching intervention, the teaching psychology of teachers and the social psychology of school organization under the educational situation. Educational psychology is to apply psychological theory to education, so as to improve teaching methods, improve students' learning enthusiasm, and help students solve various problems in the process of learning and growth. Based on educational psychology, this study analyzes the psychology of students majoring in financial accounting, and then puts forward strategies to innovate and reform the traditional teaching mode of financial accounting. The first is to construct the intelligent teaching mode of the financial accounting course in colleges and universities by combining multimedia technology and Internet technology. In the intelligent teaching mode, we should strengthen practical teaching, innovative teaching methods, actively promote school-enterprise cooperation and improve students' practical ability, optimize teaching resources, strengthen the cultivation of teachers' professional level. The innovation and reform of the traditional teaching mode of financial accounting course based on educational psychology and the construction of intelligent teaching mode combined with Internet technology can improve students' learning interest and enthusiasm and improve students' financial accounting scores, so as to output more high-quality accounting talents for the society and the market and make a contribution to the development of China's social economy.

Objective: The traditional teaching mode of the financial accounting course in colleges and universities is relatively backward, and there are many defects, such as relatively backward teaching resources, weak teachers and so on. Based on educational psychology, the research analyzes the psychology of students majoring in financial accounting, and constructs the intelligent teaching mode of the financial accounting course in colleges and universities in combination with multimedia technology and Internet technology, so as to improve students' learning interest and enthusiasm, improve students' financial accounting scores, and output more high-quality accounting talents for the society and the market.

Research objects and methods: Two classes of financial accounting specialty in a university were selected as the research objects, and the teaching effects of the two classes were evaluated by using the examination results of the two classes of financial accounting specialty courses.

Research design: One class (68 people) was used as the research group and the other class was used as the control group (70 people). Among them, the class of the research group adopts the intelligent teaching mode constructed by combining Internet technology for teaching, the control class adopts the traditional college financial accounting teaching mode. Three months later, compare the examination results of college financial accounting courses in the two classes.

Methods: The relevant data were processed and analyzed by software SPSS17.0.

Results: After teaching, the results of the college financial accounting examination of the students in the research group were significantly improved ($P < 0.05$). And it was significantly higher than that of the control group ($P < 0.05$). The results of the college financial accounting examination of the two groups of students are shown in Table 1.

Table 1. College financial accounting examination results of two groups of students

Timing	Examination results		<i>t</i>	<i>P</i>
	Research group	Control group		
Before teaching	63.4±10.9	62.5±11.3	0.304	0.653
After Teaching	86.7±11.7	73.1±10.9	6.420	0.013
<i>t</i>	6.371	4.421	-	-
<i>P</i>	0.006	0.029	-	-

Conclusions: In the enterprise, financial accounting is an indispensable post, and the working ability of relevant staff is related to the profit limit of the enterprise. Therefore, the teaching of financial accounting is very important. The traditional teaching mode of the financial accounting course in colleges and universities is relatively backward, there are many defects, and the teaching quality is not ideal. Based on educational psychology, the research analyzes the psychology of students majoring in financial accounting, then puts forward strategies, innovates and reforms the traditional teaching mode of financial accounting course, and constructs the intelligent teaching mode of the financial accounting course in colleges and universities in combination with multimedia technology and Internet technology. The results show that after teaching, the scores of colleges financial accounting examination of the students in the research group have been significantly improved ($P < 0.05$). And it was significantly higher than that of the control group ($P < 0.05$). Therefore, the innovation and reform of the teaching mode of financial accounting based on educational psychology can improve students' learning interest and enthusiasm, and improve students' financial accounting scores, so as to output more high-quality accounting talents for the society and the market and make a contribution to the development of China's social economy.

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EFFECT OF NATIONAL SPORTS ON ALLEVIATING PATIENTS WITH BEHAVIORAL DISORDERS

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Background: In society, there is a special vulnerable group, namely patients with behavioral disorders. Behavior disorder is a kind of disease that occurs in a variety of psychological process disorders and leads to obvious abnormal behavior of individuals. According to the behavior of patients, the researchers divided behavioral disorders into two types: psychomotor inhibition and psychomotor excitement. Among them, psychomotor excitement is also known as behavioral excitement. The main feature of this type of behavior disorder is that the amount of behavior and movement of patients increase significantly. Psychomotor excitement can also be divided into two situations, one of which is coordinated excitement, that is, the patient's behavior and action and thoughts and feelings are coordinated and matched with each other. This type of psychomotor excitement is common in emotional excitement, mild mania, etc. The other is uncoordinated excitement, which is manifested in the uncoordinated behavior and action of patients with psychology and thought, which is common in schizophrenia. The main characteristic of behavioral disorder of psychomotor inhibition is that the patient's movement and behavior are greatly reduced, which affects the normal life, study and work. Therefore, finding an appropriate method to alleviate behavior disorders is of great significance to improve the quality of life of patients and the construction of a harmonious society.

Behavioral psychology is a subject that studies the relationship between human behavior and psychological activities. Behavioral psychology holds that human behavior is an active and conscious behavior under the guidance of consciousness, human consciousness is composed of intention and cognition, which is the result of the interaction of these two factors. Therefore, based on behavioral psychology, this study analyzes the behavior, will and mental activity law of patients with behavioral disorders, and puts forward the use of national sports to alleviate the degree of behavioral disorders. National health is not only one of the important indicators of a country's comprehensive strength, but also an important symbol of the development and progress of social and economic level. National sports are an important way and means to achieve national health. It can enhance the physique of the whole country and improve people's happiness. Through national sports, it can alleviate the negative emotions such as anxiety and depression of patients with behavior disorders, improve the physical quality of patients, and then alleviate the degree of behavior disorders. It is of great significance to improve the quality of life of patients and the construction of a

harmonious society.

Objective: Behavioral disorders have a significant impact on patients' life, study and work, reduce patients' quality of life and affect the harmonious development of society. Therefore, based on behavioral psychology, the study proposes to use national sports to alleviate the behavior disorder of patients, hoping to alleviate the degree of behavior disorder of patients, improve the quality of life of patients and promote the construction of a harmonious society.

Research objects and methods: 80 patients with behavioral disorders admitted from July 2020 to June 2021 were selected as the research objects in the psychiatric department of a third-class hospital. SF-36 scale was used to evaluate the quality of life of patients. Nosie-30 scale was used to evaluate the degree of behavior disorder. The Ability of Daily Living (ADL) was evaluated by the Ability of Daily Living scale (ADL).

Study design: The patients were randomly divided into study group and control group with 40 people in each group. The patients in the control group were treated with routine behavior disorder treatment. On the basis of the control group, the patients in the study group were intervened in combination with national sports. After 3 months, SF-36, nosie-30 and ADL scores of the two groups were compared.

Methods: The relevant data were processed and analyzed by software SPSS17.0.

Results: After 3 months of treatment, the nosie-30 score of patients in the study group was significantly higher than that in the control group ($P < 0.05$), as shown in Table 1.

Table 1. Nosie-30 score of two groups

Timing	Nosie-30 scores		<i>t</i>	<i>P</i>
	Research group	Control group		
Before treatment	157.9±17.9	157.7±18.5	0.604	0.554
After treatment	199.3±15.2	180.6±10.8	6.420	0.023
<i>t</i>	6.371	3.421	-	-
<i>P</i>	0.000	0.039	-	-

Conclusions: In society, there is a special vulnerable group, namely patients with behavior disorders. Behavioral disorders have a significant impact on patients' life, study and work, reduce patients' quality of life and affect the harmonious development of society. Therefore, finding an appropriate method to alleviate behavior disorders is of great significance to improve the quality of life of patients and the construction of a harmonious society. Based on behavioral psychology, this study proposes to use national sports to alleviate patients' behavioral disorders. The results showed that the nosie-30 score of the study group was significantly higher than that of the control group after 3 months of treatment ($P < 0.05$). Therefore, through national sports, it can effectively alleviate the degree of behavioral barriers of patients, improve the quality of life of patients, and promote the construction of a harmonious society.

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JUDGMENT METHOD OF MENTAL ILLNESS OF ENTERPRISE LEADERS IN UNFAIR COMPETITION FROM THE PERSPECTIVE OF LAW

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Background: Since the reform and opening up, China's market economy has developed continuously, and the number of listed companies is increasing day by day. At the same time, the market competition is becoming more and more fierce. In the increasingly fierce market competition, some companies violate the principle of good faith in industrial and commercial activities, disrupt the order of market competition and damage the legitimate rights and interests of other companies or consumers, such as counterfeiting the above statement, commercial bribery, false publicity, illegal acquisition of trade secrets of other enterprises, improper reward and sale Defamation of goodwill and unfair competition on the Internet. In order to prevent these acts, China has formulated the anti-unfair competition law to punish enterprises and enterprise leaders who violate the anti-unfair competition law. In order to avoid criminal responsibility, some leaders of unfair competition enterprises will falsely claim that they have mental disorders. When unfair competition enterprise leaders use this excuse to successfully evade criminal responsibility, it will cause other unfair competition enterprise leaders to follow suit, reduce the credibility of China's law, and

have a negative impact on the construction of China's legal society. Therefore, from the perspective of law, finding an appropriate psychiatric judgment method for the leaders of unfair competition enterprises is of great significance to the development of China's market economy and the construction of a legal and harmonious society.

Psychoanalysis is an important branch of psychology, which focuses on the analysis and evaluation of individual mental state, and then analyzes individual psychological characteristics and personality characteristics. Psychoanalytic theory holds that individual psychology is mainly composed of psychological activities that can be observed, human instinctive impulse and desire suppressed by secular morality and law, namely consciousness and unconsciousness. Based on the theory of psychoanalysis, the research analyzes the spiritual structure, mental state, consciousness and unconsciousness of the leaders of unfair competition enterprises, constructs the evaluation index system of mental disorders, and then accurately judges the mental disorders of the leaders of unfair competition enterprises. The experimental results show that the mental disorder evaluation index system is a more effective psychiatric judgment method, which can promote the development of China's market economy and the construction of a legal and harmonious society.

Objective: In order to avoid criminal responsibility, some leaders of unfair competition enterprises will falsely claim that they have mental disorders. This phenomenon will cause other unfair competition enterprise leaders to follow suit, reduce the credibility of China's law, and have a negative impact on the construction of China's legal society. Therefore, based on the theory of psychoanalysis, the research analyzes the spiritual structure, mental state, consciousness and unconsciousness of the leaders of unfair competition enterprises, constructs the evaluation index system of mental disorders, and then accurately judges the mental disorders of the leaders of unfair competition enterprises, so as to promote the development of China's market economy and the construction of a legal and harmonious society.

Research objects and methods: Based on psychoanalysis theory, select psychiatric judgment indicators and construct mental disorder evaluation index system. Select 20 legal experts to evaluate these indicators, calculate the weight of each indicator by analytic hierarchy process, and test the consistency. AHP software is used for analytic hierarchy process calculation.

Research design: Based on the existing theory and psychoanalysis theory, construct the mental disorder evaluation index system, use the expert survey method to recover the data, and use the analytic hierarchy process to calculate the weight of each index. Finally, the evaluation values of 20 experts on the whole mental disorder evaluation index system are counted. The evaluation values are divided into 1-5 levels. The higher the evaluation value, the higher the recognition of the system.

Methods: The corresponding data were processed and calculated by using the software AHP and SPSS22.0.

Results: 20 experts recognized the mental disorder evaluation index system constructed in the study, as shown in Figure 1.

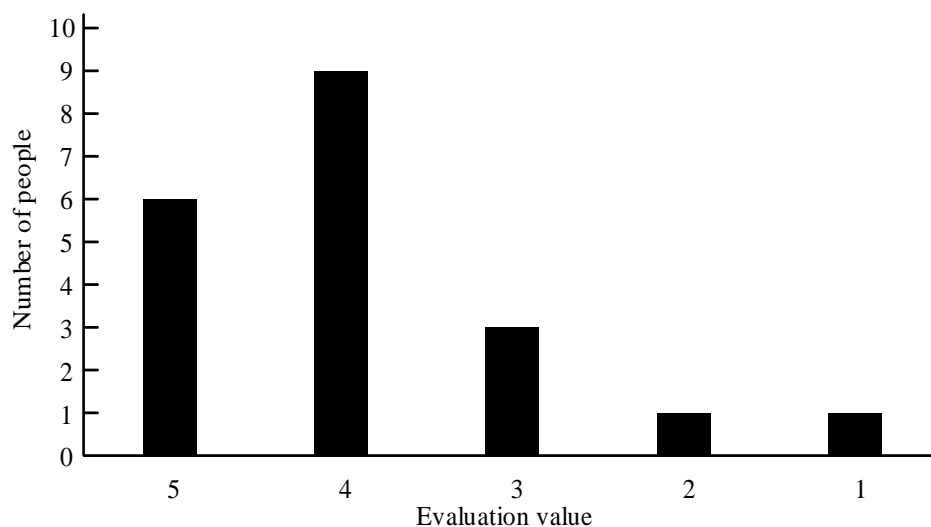


Figure 1. Experts' recognition of mental disorder evaluation index system

Conclusions: Since the reform and opening up, China's market economy has developed continuously, and the number of listed companies is increasing day by day. At the same time, the market competition is becoming more and more fierce. In the increasingly fierce market competition, some companies violate the principle of good faith in industrial and commercial activities, disrupt the order of market competition,

damage the legitimate rights and interests of other companies, enterprises or consumers, and violate the anti-unfair competition law in order to increase their profits or attack their competitors. In order to avoid criminal responsibility, some leaders of unfair competition enterprises will falsely claim that they have mental disorders. In order to promote the development of China's market economy and the construction of a legal and harmonious society, based on psychoanalysis theory, this paper analyzes the spiritual structure, mental state, consciousness and unconsciousness of unfair competition enterprise leaders, and constructs a mental disorder evaluation index system. 20 experts were invited to evaluate the index. 20 experts recognized the mental disorder evaluation index system, which confirmed the effectiveness of the evaluation index system.

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TEACHING OF CHINESE AND FOREIGN LITERARY WORKS IN COLLEGES AND UNIVERSITIES UNDER THE BACKGROUND OF COGNITIVE IMPAIRMENT

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Background: College students with cognitive impairment often encounter more complex and diversified difficulties than conventional students in the process of learning Chinese and foreign literary works. These cognitive disorders are often composed of six main types: cognitive difficulties in the theme and content of the article, cognitive difficulties in foreign languages, cognitive difficulties in literary background, lack of understanding of works, lack of reference materials, and cognitive difficulties in foreign cultures. From the six main types of cognitive impairment, it can be seen that in the process of college students' learning foreign literary works, the most likely cognitive impairment is the obstacle caused by the difference of cultural system. This kind of cognitive impairment is not only affected by metacognitive impairment at the level of cognitive psychology, but also closely rooted in the differences of culture and values between different nationalities and cultural systems. When learning foreign literature, college students cannot make a clear distinction between these foreign cultures and values, which is easy to produce confusion psychology and even psychological cognitive obstacles in the learning process. This is also the result of the lack of detailed cultural guidance and psychological cognitive guidance in the Chinese teaching of foreign literature in contemporary colleges and universities. Therefore, we should intervene in the metacognitive and cross-cultural cognitive impairment of students with cognitive impairment respectively in the teaching process. The intervention of metacognitive impairment depends more on the cognitive impairment auxiliary procedures in the teaching process, while the intervention of cross-cultural cognitive impairment depends on the knowledge teaching of foreign cultural background and foreign language habits in the teaching. On the basis of these knowledge, we can introduce the main content of Chinese teaching, or select the more flexible model in the foreign literature library as the understanding sample to help students substitute for understanding, and help students establish an effective cognitive path through more specific localized teaching methods, so as to lay a foundation for helping students eliminate cognitive obstacles.

Objective: In the process of college Chinese and foreign literature, contemporary college students often form certain cognitive obstacles due to factors such as cultural background and language use habits, which will have a serious impact on daily Chinese learning. This study analyzes the characteristics of cognitive impairment in the process of Chinese and foreign literature teaching in colleges and universities, and formulates teaching strategies for cognitive impairment, so as to help students understand foreign literature more comprehensively and thoroughly and break the cognitive impairment.

Subjects and methods: This study takes the types of cognitive impairment produced by students in the teaching of Chinese and foreign literature works in colleges and universities as the research starting point, excavates and analyzes the root causes of cognitive impairment, formulates the teaching strategies of Chinese and foreign literature in colleges and universities, and analyzes its benign impact on students.

Study design: This study is mainly conducted in the way of multiple groups of comparative experiments. The research objects mainly select the students participating in the course of foreign literary works appreciation in a university. In the course, the students are divided into mild impairment, moderate impairment, severe impairment and control group according to the degree of cognitive impairment. The teaching method of intervening cognitive impairment is adopted in the intervention groups of three kinds of impairment. The control group used traditional teaching methods. Finally, the psychological experience and learning results of students in the four groups were statistically and compared.

Methods: This study mainly uses Excel as an analysis tool for statistics and analysis of comparative experimental results, and uses it to analyze the impact and degree of foreign literature teaching methods that interfere with cognitive impairment.

Results: The composition of students with cognitive impairment of different types of foreign literary works in this study is shown in Table 1.

Table 1. Cognitive impairment factor table

Cognitive difficulties	Number of people	Proportion (%)
Difficulty in recognizing the theme and content of the article	4	11.43
Language cognitive impairment	8	22.86
Cognitive difficulties in literary background	6	17.14
Lack of understanding of the work	3	8.57
Missing references	5	14.29
Cognitive impairment of foreign culture	8	22.86
All the above elements exist	1	2.86

The most frequent types of cognitive impairment in foreign literature in Table 1 are language cognitive impairment and foreign cultural cognitive impairment, both of which are 8, accounting for 22.86% of the total number, while cognitive difficulties in literary background are the second, accounting for 6, accounting for 17.14% of the total number.

Conclusions: Due to the different cultural backgrounds and language habits among different nationalities, college students often have different types of cognitive barriers when learning foreign literature and Chinese. In view of the cognitive obstacles of college students in Chinese learning, we should start with its causes, and help students break through the cognitive obstacles and achieve better learning results by changing teachers' teaching ideas, increasing teachers' and students' cross-cultural awareness, increasing the reserve of foreign cultural knowledge and cultivating students' interest in learning in the cross-cultural context.

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THE INFLUENCE OF CURRICULUM IDEOLOGICAL AND POLITICAL TEACHING REFORM ON ALLEVIATING THE PSYCHOLOGICAL ANXIETY OF ART COLLEGE STUDENTS

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Background: Some art college students are affected by some bad ideas, with distorted value orientation, lack of social responsibility and vague ideals and beliefs, resulting in poor mental health. When facing various pressures, such as academic pressure, employment pressure and interpersonal pressure, they are also more prone to anxiety. Long-term and excessive anxiety will affect students' normal study and life, and then have a negative impact on students' physical and mental health and long-term development, which is not conducive to the construction of a harmonious society. Therefore, we need to find a way to alleviate students' negative emotions, alleviate students' anxiety and improve students' mental health level. In colleges and universities, ideological and political education is the main way to improve students' mental health and alleviate students' anxiety and depression. However, the current teaching mode of ideological and political education in colleges and universities is relatively single and traditional, and the students' learning enthusiasm and interest are not high, which cannot play its role in helping students shape positive, healthy and upward ideals and beliefs, establish correct outlook on life and values, and improve the level of mental health.

Curriculum ideological and political education is an educational concept that takes "Building Morality and Cultivating People" as its own task, constructs an all-round education pattern, and then complements and cooperates with other courses and ideological and political courses, so as to form a synergistic effect. The transformation from ideological and political course to curriculum ideological and political education is a necessary condition for building a collaborative ideological and political education system of all staff and

all courses. The syllabus, tasks and teaching modes of other courses are consistent with the laws and logic of ideological and political education courses in colleges and universities, highlighting the hidden educational value of courses. In the teaching of students' knowledge and skills, we should also integrate relevant ideological and political education content into the teaching, guide students' ideological value, carry out moral education for students, and then form efficient complementarity and interaction with the ideological and political education curriculum in colleges and universities. School psychology is a kind of applied psychology and the application of psychology in school education practice. The main research content of school psychology is to scientifically and reasonably evaluate the students' mental health level and the school's psychological education level, improve the education mode according to the evaluation results, and carry out psychological intervention on students. Based on school psychology, the research analyzes the current college curriculum ideological and political system and the behavioral and psychological laws of teachers and students in teaching practice, and then reforms the curriculum ideological and political teaching mode, so as to improve the mental health level of art college students, alleviate the anxiety degree of students, and transport higher-level art talents for the society.

Objective: Based on school psychology, this paper analyzes the current college curriculum ideological and political system and the behavioral and psychological laws of teachers and students in teaching practice, and then reforms the curriculum ideological and political teaching mode, so as to improve the mental health level of art college students, alleviate the anxiety level of students, and transport higher-level art talents for the society.

Research objects and methods: 100 art majors were selected as the research objects from an art university. Self-rating Anxiety Scale (SAS), Self-rating Depression Scale (SDS) and Symptom Checklist-90 (SCL-90) were used to evaluate students' mental health.

Research design: Students were randomly divided into research group and control group, with 50 students in each group. The students in the research group used the improved course ideological and political teaching mode to teach. The students in the control group were taught with the traditional ideological and political teaching mode. After 3 months, compare the mental health level of the two groups of students.

Methods: The relevant data were processed and analyzed by software SPSS23.0.

Results: After teaching, the SAS score, SDS score and SCL-90 score of the students in the study group were significantly higher than those in the control group ($P < 0.05$). The SAS scores of the two groups are shown in Table 1.

Table 1. SAS scores of two groups of students

Timing	SAS score		<i>t</i>	<i>P</i>
	Research group	Control group		
Number of students	50	50	-	-
Before teaching	71.9±12.3	72.1±13.1	0.403	0.762
After teaching	52.6±6.2	65.3±10.1	4.354	0.042
<i>t</i>	8.019	2.431	-	-
<i>P</i>	0.001	0.037	-	-

Conclusions: With the development of economy and the progress of the times, the national and social demand for art talents is increasing. Therefore, art education in colleges and universities has attracted the attention of people from all walks of life. In the face of various pressures, such as academic pressure, employment pressure, interpersonal pressure and so on, art college students are prone to anxiety. Long-term and excessive anxiety will affect students' normal study and life, and then have a negative impact on students' physical and mental health and long-term development, which is not conducive to the construction of a harmonious society. Therefore, based on school psychology, the research analyzes the current college curriculum ideological and political system and the behavioral and psychological laws of teachers and students in teaching practice, and then reforms the curriculum ideological and political teaching mode. The results showed that after teaching, the SAS score, SDS score and SCL-90 score of the students in the research group were significantly higher than those in the control group ($P < 0.05$). Therefore, the improved curriculum ideological and political teaching mode based on school psychology can improve the mental health level of art college students, alleviate students' anxiety, and transport higher-level art talents for society.

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THE INNOVATION OF CHINA'S CROSS-BORDER E-COMMERCE DEVELOPMENT MODEL FROM THE PERSPECTIVE OF CONSUMER PSYCHOLOGY

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Background: With the continuous development of Internet technology and the continuous improvement of national income, online shopping is gradually rising. In the context of economic globalization, the regional restrictions on consumption have also been broken, and cross-border e-commerce retail imports are increasingly favored by consumers and investors. In recent years, China has vigorously built infrastructure and developed computer technology, which has laid a solid foundation for the rise and rapid development of cross-border e-commerce. Cross-border e-commerce is a new e-commerce trade situation and plays an important role in China's import and export trade. The rise of cross-border e-commerce has greatly promoted the cross-border trade of products and given consumers more consumption choices. In recent years, with the strong support of national policies, China's cross-border e-commerce has developed rapidly, and the cross-border e-commerce industry has become an important part of China's market economy. In order to make the cross-border e-commerce industry develop in the long term and contribute to China's national economic growth, the innovation of the cross-border e-commerce development model is essential.

Consumer psychology is a branch of psychology that mainly studies the consumer behavior and psychological change law of consumers in consumer activities, including the process of consumers' psychological activities, consumers' personality psychological characteristics, and so on. In the theory of consumer psychology, it is believed that consumers have a series of complex psychology in the process of making purchase decisions, such as seeking truth, beauty, convenience, comparison, preference, conformity, pride, possession, preservation, nostalgia, love to take advantage, fear of regret and so on. By studying the psychological phenomena and psychological laws of consumers in purchasing behavior, we can improve the service quality and innovate the development model of e-commerce. Based on consumer psychology, the research analyzes the consumer psychology of cross-border e-commerce consumers and constructs a cross-border e-commerce profit model evaluation system to innovate the existing cross-border e-commerce development model, so as to promote the development of the cross-border e-commerce industry and improve China's national economy.

Objective: In recent years, with the strong support of national policies, China's cross-border e-commerce has developed rapidly, and the cross-border e-commerce industry has become an important part of China's market economy. Based on consumer psychology, the research analyzes the consumer psychology of cross-border e-commerce consumers and constructs a cross-border e-commerce profit model evaluation system to innovate the existing cross-border e-commerce development model, hoping to promote the development of the cross-border e-commerce industry and improve China's national economy.

Research objects and methods: A questionnaire was developed and distributed to consumers with at least one year of cross-border e-commerce shopping experience to build a profit model evaluation system. The multi-level fuzzy evaluation method is used to calculate the weight of each index.

Research design: Select indicators based on Porter's five forces model, build an evaluation system of cross-border e-commerce profit model, obtain the corresponding data by issuing questionnaires to 800 cross-border e-commerce consumers, calculate the index weight, and evaluate it by using multi-level fuzzy evaluation method.

Methods: The corresponding data were processed and calculated by using the software AHP and SPSS22.0.

Results: The weight of each index is as shown in Figure 1.

Conclusions: With the continuous development of Internet technology and the continuous improvement of national income, online shopping is gradually rising. In the context of economic globalization, the regional restrictions on consumption have also been broken, and cross-border e-commerce retail imports are increasingly favored by consumers and investors. In order to make the cross-border e-commerce industry develop in the long term and contribute to China's national economic growth, the innovation of the cross-border e-commerce development model is essential. Based on consumer psychology, the research analyzes the consumer psychology of cross-border e-commerce consumers and constructs a cross-border e-commerce profit model evaluation system to innovate the existing cross-border e-commerce development

model, so as to promote the development of the cross-border e-commerce industry and improve China's national economy.

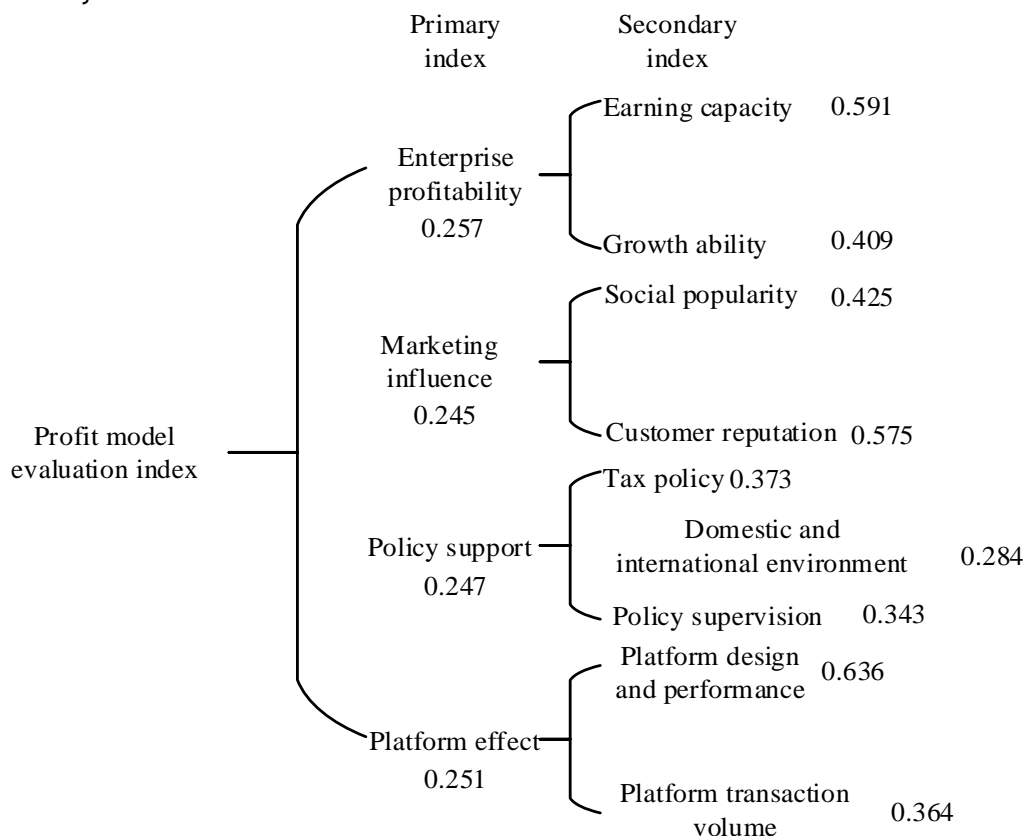


Figure 1. Weight proportion of each indicator

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THE INFLUENCING FACTORS OF ANXIETY OF CHINESE OPERA ACTORS IN OVERSEAS PERFORMANCE

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Background: Opera is a comprehensive art integrating music, drama, literature, dance and stage art. In recent years, the artistic level of opera in China has been rapidly improved and famous at home and abroad. Therefore, Chinese opera actors are often invited to perform opera abroad. Stage anxiety is a common phenomenon of Chinese opera actors performing overseas, which has a great impact on the live performance of opera actors. Stage anxiety is stage tension, also known as performance anxiety. When performing in a strange environment and on a strange stage, each opera actor will have varying degrees of anxiety. If the anxiety level is moderate and the actors can make good use of their anxiety psychology, stage anxiety will become the driving force to promote the actors to perform better. However, if the anxiety is too serious and the actors cannot control their anxiety well, it will affect the performance effect of the actors on the stage and become an obstacle to the progress of the actors. Therefore, exploring and analyzing the influencing factors of Chinese opera actors' anxiety in overseas performance is of positive significance to the long-term development of actors and the promotion of Chinese opera.

Behavioral psychology originated in the United States in the early 20th century. It is a branch of psychology. Behavioral psychology is a subject that studies the relationship between human behavior and psychological activities. Behavioral psychology holds that human behavior is an active and conscious behavior under the guidance of consciousness. Human consciousness is composed of intention and cognition, which is the result of the interaction of these two factors. Based on behavioral psychology, this study analyzes the psychological activities of Chinese opera actors when performing on overseas stages, and explores the actors' stage anxiety. Based on the theory of behavioral psychology, the stage anxiety of actors

is divided into physiological anxiety, emotional anxiety, cognitive anxiety, and behavioral anxiety. Using questionnaire survey and multiple regression equation to obtain the psychological influencing factors of overseas performance anxiety of Chinese opera actors, so as to help actors overcome stage anxiety and better show themselves on the stage, which also makes a certain contribution to China's cultural communication.

Objective: Based on behavioral psychology, this paper analyzes the psychological activities of Chinese opera actors when performing on overseas stages, and explores the stage anxiety of actors. Using a questionnaire survey and multiple regression equation, we can obtain the psychological influencing factors of Chinese opera actors' overseas performance anxiety, so as to help them overcome stage anxiety and better show themselves on the stage.

Research objects and methods: In an art college, 180 students with overseas performance experience were selected as the research objects. The subjects were investigated by the Stage Anxiety questionnaire, Life Events Scale (LES), Symptom Checklist-90 (SCL-90), and Cattell's 16 Personality Factor questionnaire.

Research design: Pearson correlation analysis and multiple regression analysis were used to analyze the obtained data in order to obtain the psychological influencing factors of anxiety of Chinese opera actors performing overseas. Use SPSS22.0 software to process the data.

Results: There was no difference in stage anxiety between actors of different genders ($P > 0.05$), as shown in Table 1.

Table 1. Stage anxiety of actors of different genders

Project	n	Stage anxiety				Total anxiety
		Physiological anxiety	Emotional anxiety	Cognitive anxiety	Behavioral anxiety	
Male	86	1.16±1.21	2.85±1.32	3.00±1.61	1.41±1.24	10.57±5.03
Female	94	1.09±1.14	2.83±1.65	3.31±1.72	1.31±1.29	9.38±5.03
Total	180	1.12±1.17	2.85±1.53	3.17±1.71	1.37±1.25	9.95±4.96

Conclusions: In recent years, the artistic level of opera in China has been rapidly improved and famous at home and abroad. Therefore, Chinese opera actors are often invited to perform opera abroad. Stage anxiety is a common phenomenon of Chinese opera actors performing overseas, which has a great impact on the live performance of opera actors. Every opera actor has different levels of anxiety. If the anxiety level is moderate and the actors can make good use of their anxiety psychology, stage anxiety will become the driving force to promote the actors to perform better. However, if the anxiety is too serious and the actors cannot control their anxiety well, it will affect the performance effect of the actors on the stage and become an obstacle to the progress of the actors. Therefore, exploring and analyzing the influencing factors of Chinese opera actors' anxiety in overseas performance is of positive significance to the long-term development of actors and the promotion of Chinese opera. Based on behavioral psychology, the research uses a questionnaire survey and multiple regression equation to obtain the psychological influencing factors of Chinese opera actors' overseas performance anxiety, so as to help actors overcome stage anxiety and better show themselves on the stage, which also makes a certain contribution to China's cultural communication.

Acknowledgement: The research is supported by: National Social Science Fund "Research on the Extraterritorial Dissemination of Chinese Opera" (No. 21BD059).

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EMPLOYEES' ANXIETY PSYCHOLOGY UNDER THE ENVIRONMENT OF INTELLIGENT ACCOUNTING TRANSFORMATION

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Background: With the development of computer technology, Artificial Intelligence (AI) technology has been proposed in recent years and has made great progress. Artificial Intelligence is a branch of computer science, which can simulate human thinking mode and consciousness. Nowadays, Artificial Intelligence technology has penetrated into all walks of life, guided all industries to realize automation and intelligence, and the accounting industry has also been greatly affected. The application of Artificial Intelligence in the field of accounting simplifies the process of accounting, improves the efficiency of accounting work, and

reduces labor cost. It is deeply favored by major companies. But at the same time, the rapid development and integration of Artificial Intelligence technology in the accounting industry have also brought great impact and challenges to accounting practitioners. First of all, the basic posts of accounting have been sharply reduced and replaced by Artificial Intelligence, while there will be a shortage of talents in senior posts. Secondly, major enterprises have higher and higher requirements for the quality and ability of accounting practitioners, which requires accounting practitioners to have good coordination ability, communication ability, social ability, and comprehensive ability. Finally, the application of Artificial Intelligence in the accounting industry requires accounting practitioners not only to have professional accounting knowledge but also to have corresponding computer knowledge, network information knowledge, and so on. Therefore, accounting practitioners urgently need transformation.

Under the background of Artificial Intelligence, the huge transformation challenge and the pressure of unemployment make some accountants suffer from anxiety. Moderate and self-control anxiety can help accounting practitioners set goals, pay close attention to learning and enrich themselves, so as to realize transformation. However, if the degree of anxiety is too heavy and lasts too long, it will affect the normal life and work of accounting practitioners, thus affecting the transformation of accounting practitioners. Personality psychology is a highly comprehensive branch of psychology. Its research content includes education, personality traits, individual personality, social effects and so on. Personality psychology belongs to applied psychology. It mainly studies people's learning, the law of individual psychological changes in the process of learning, and the changes of emotion and motivation when individuals adapt to the environment. Personality psychology includes psychoanalysis, social cognition, humanism and biological school. Among them, social cognitive theory holds that individual behavior and psychology will be controlled not only by themselves, but also by the environment and social factors. Humanism believes that people are born with different levels of needs. When the needs are not met, negative emotions will occur. Based on the social cognitive theory and humanistic theory in personality psychology, this paper analyzes the psychological changes of accounting practitioners in the process of transformation under the background of Artificial Intelligence, and puts forward transformation strategies for the psychology of accounting practitioners to help accounting practitioners complete the transformation, so as to alleviate their anxiety and improve their quality of life, Provide more high-quality accounting talents for China's market.

Objective: The rapid development and integration of Artificial Intelligence technology in the accounting industry has also brought great impact and challenges to accounting practitioners. The huge transformation challenge and the pressure of unemployment make some accountants suffer from anxiety. Based on personality psychology, this study analyzes the psychological changes of accounting practitioners in the process of transformation under the background of Artificial Intelligence and puts forward strategies for the psychology of accounting practitioners to help accounting practitioners complete the transformation, so as to alleviate anxiety, improve the quality of life and provide more high-quality accounting talents for China's market.

Research objects and methods: 100 accounting practitioners were selected as the research object in a city. Self-rating Anxiety Scale (SAS), Self-rating Depression Scale (SDS), and Symptom Checklist-90 (SCL-90) were used to evaluate the mental health status of accounting practitioners.

Research design: 100 accounting practitioners were randomly divided into research group and control group with 50 people in each group. The accounting practitioners in the research group adopted the transformation strategy based on personality psychology. The control group adopted the traditional transformation strategy. After 4 months, compare the mental health level of the two groups of accounting practitioners.

Methods: The relevant data were processed and analyzed by software SPSS23.0.

Table 1. Changes in SAS scores of accounting practitioners in the two groups

Timing (months)	SAS score		<i>t</i>	<i>P</i>
	Research group	Control group		
0	76.4±10.8	78.2±11.5	0.321	0.651
1	71.9±12.3	72.1±13.1	0.403	0.762
2	65.6±8.9	73.3±10.1	1.354	0.022
3	55.6±7.3	75.7±12.4	0.215	0.013
4	52.6±6.2	73.9±11.7	0.146	0.000

Results: After 4 months, the SAS score, SDS score and SCL-90 score of accounting practitioners in the study group were significantly higher than those in the control group ($P < 0.05$). The SAS scores of the two groups of accounting practitioners are shown in Table 1.

Conclusions: Under the background of Artificial Intelligence, the huge transformation challenge and the pressure of unemployment make some accountants suffer from anxiety. Based on the social cognitive theory and humanistic theory in personality psychology, this paper analyzes the psychological changes of accounting practitioners in the process of transformation under the background of Artificial Intelligence, and puts forward transformation strategies for the psychology of accounting practitioners to help accounting practitioners complete the transformation, so as to alleviate their anxiety and improve their quality of life, provide more high-quality accounting talents for China's market. The results showed that after 4 months, the SAS score, SDS score, and SCL-90 score of accounting practitioners in the study group were significantly higher than those in the control group ($P < 0.05$).

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THE EFFECT OF PHYSICAL EXERCISE ON ALLEVIATING THE ANXIETY OF MINORITY COLLEGE STUDENTS FUNCTION RESEARCH

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Background: College students are in a special moment of life, facing academic pressure, work pressure and social pressure, so they are very prone to mental diseases, such as anxiety, depression, and so on. Ethnic minority college students are more likely to have anxiety than Han students because of differences in living habits, religious beliefs and cultural background. Anxiety refers to tension, anxiety, fear, and other negative emotions caused by the threat of imminent threat of an individual to something. Generally speaking, when an individual is nervous about something, such as learning, work, social networking, etc., the individual will be attracted most of the attention by the event, and make a lot of efforts and imagination assumptions to solve or complete the event. When individuals pay more attention to the event because of repeated failures, until they break through the critical point, individuals will feel anxious. Many studies have shown that maintaining moderate anxiety can help students concentrate so that they can study more attentively and hard, and then improve their academic performance. However, when the degree of anxiety is too high and lasts too long, students' physical and mental health will be damaged, students' interest in learning will decline, and even weariness will appear, which will greatly affect students' normal study and life. Therefore, we need to find an appropriate method to help ethnic minority students alleviate anxiety.

Social psychology is a branch of psychology, which mainly studies the occurrence and change law of psychology and behavior of individuals and groups in social interaction, and discusses interpersonal relations at the individual level and social group level, including group communication structure, group norms and so on. In social psychology, it is generally divided into three fields: individual process, interpersonal process and group process. Among them, the individual process involves individual attitude, personal perception and self-consciousness, as well as the change law of individual personality development and social development. The interpersonal process is to explore the interpersonal relationship between individuals and the impact of interpersonal relationships on individual psychology. Group process studies individual psychology and behavior law from the perspective of macro environment, including the psychological impact of group and organization on individual and the psychological impact of the surrounding environment on the individual. Based on the above theory, this study analyzes the factors that lead to the anxiety of ethnic minority college students, mainly including social environment factors, campus environment factors, interpersonal relationship factors, academic achievement factors, employment and career factors and love psychological factors. In view of the above factors, this paper analyzes the psychology of ethnic minority college students and summarizes that the main causes of students' anxiety psychology are lack of self-confidence, unclear goal, insufficient psychological adaptation and so on. Physical exercise is a kind of physical activity aimed at developing the body, improving health, enhancing physique, regulating spirit, enriching cultural life and dominating leisure time. From the perspective of social psychology, appropriate physical exercise can improve students' physical quality, improve students' self-confidence and alleviate students' anxiety. Therefore, based on social psychology, the research uses physical exercise to treat the anxiety of minority college students, alleviate the degree of anxiety and improve the learning efficiency of students.

Objective: Ethnic minority college students are more likely to have anxiety than Han students because of differences in living habits, religious beliefs and cultural background. Based on social psychology, this study uses physical exercise to treat the anxiety of minority college students and alleviate the degree of

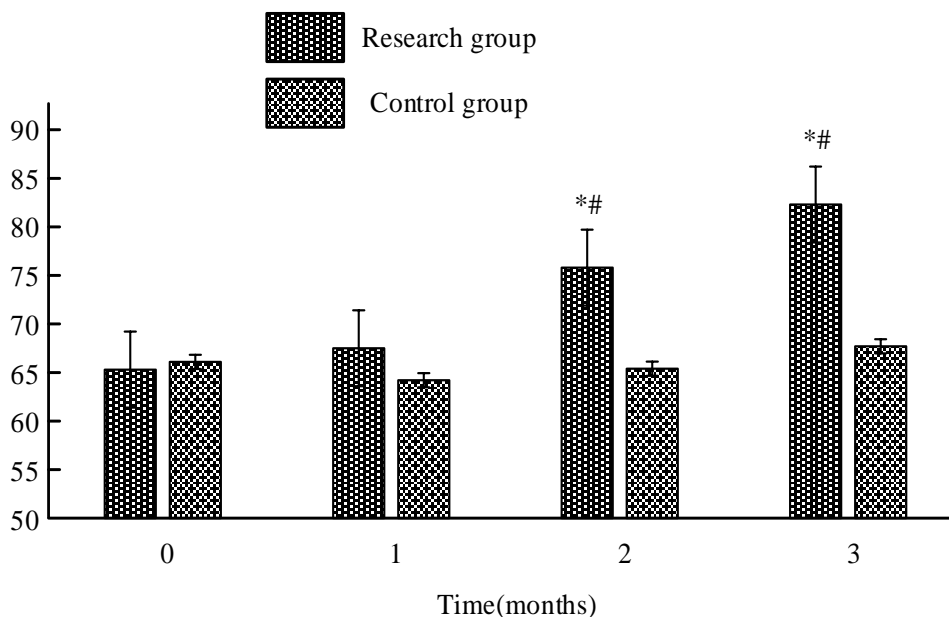
anxiety of students.

Research objects and methods: 80 ethnic minority students with anxiety psychology were selected from three colleges and universities as the research objects. The anxiety degree of students was evaluated by the Self-rating Anxiety Scale (SAS) and Symptom Checklist-90 (SCL-90), and the learning efficiency of students was evaluated by the scores of students' professional courses.

Study design: The students were randomly divided into study group and control group by the random number table method, with 40 people in each group. The students in the research group used physical exercise based on social psychology to intervene. The students in the control group were treated with blank intervention. After 3 months, the anxiety and learning efficiency of the two groups were compared.

Methods: The relevant data were processed and analyzed by software SPSS23.0.

Results: After 3 months of intervention, the scores of students in the study group were significantly higher than those in the control group ($P < 0.05$), as shown in Figure 1.



Note: * means $P < 0.05$ compared with that before intervention; # indicates that compared with the control group, $P < 0.05$.

Figure 1. Professional course scores of the two groups of students

Conclusions: College students are in a special moment of life, facing academic pressure, work pressure and social pressure, so they are very easy to suffer from mental diseases, such as anxiety, depression, and so on. Ethnic minority college students are more likely to have anxiety than Han students because of differences in living habits, religious beliefs, and cultural backgrounds. Based on social psychology, this study analyzes the factors that lead to the anxiety of ethnic minority college students and applies physical exercise to the treatment of anxiety. The experimental results showed that after 3 months of intervention, the scores of students in the study group were significantly higher than those in the control group ($P < 0.05$).

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THE INFLUENCE OF COLLEGE IDEOLOGICAL AND POLITICAL EDUCATION INNOVATION ON COLLEGE STUDENTS' MENTAL ANXIETY UNDER THE NEW MEDIA ENVIRONMENT

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Background: With the continuous progress of the times, the requirements for college students are becoming higher and higher. Nowadays, how to strengthen the moral, intellectual, physical, aesthetic and

labor development of college students has become a concern of the whole society. University is an important turning stage for students. During the university period, students began to initially contact the society, accept all kinds of ideological impact in the society, and their mentality began to change rapidly. Some students are affected by some bad ideas, distorted value orientation, lack of sense of social responsibility and vague ideals and beliefs, resulting in poor mental health. When facing various pressures, such as academic pressure, employment pressure and interpersonal pressure, they are also more likely to have negative emotions such as anxiety and depression. When these negative emotions are overstocked for a long time and cannot be alleviated and released, it will lead to psychological diseases, reduce students' psychological cognitive ability, and affect students' normal study and life. Ideological and political education is the main way to improve students' mental health and alleviate students' anxiety and depression. However, the current teaching mode of ideological and political education in colleges and universities is relatively single and traditional. Students' learning enthusiasm and interest are not high, which cannot play its role in helping students shape positive, healthy and upward ideals and beliefs, establish correct outlook on life and values, and improve the level of mental health. Therefore, it needs to be improved and innovated.

Educational psychology is a branch of psychology. Its main research direction is the learning effect of students, the effect of teaching intervention, the teaching psychology of teachers and the social psychology of school organization under the educational situation. Educational psychology is to apply psychological theory to education, so as to improve teaching methods, improve students' learning enthusiasm, and help students solve various problems in the process of learning and growth. Educational psychology has important applications in teaching design, teaching mode improvement, promoting students' learning motivation and helping students overcome psychological problems. Based on educational psychology, teachers can have a deeper understanding of students, improve the pertinence of teaching, adjust teaching methods and teaching methods, and improve teaching quality. Therefore, the study analyzes the learning psychology and learning behavior of students in ideological and political education in colleges and universities in order to improve the teaching mode of ideological and political education in colleges and universities. In order to improve students' learning initiative and initiative, this paper studies the application of new media technology to ideological and political education, and puts forward corresponding strategies. Innovating and improving the teaching mode of ideological and political education in colleges and universities based on educational psychology can improve students' learning enthusiasm, help students shape positive, healthy and upward ideals and beliefs, alleviate negative emotions, and then improve their psychological cognitive ability, which is of positive significance to students' long-term development and the construction of a harmonious society.

Objective: Based on educational psychology, apply new media technology to ideological and political education, and put forward corresponding strategies to improve the teaching mode of ideological and political education, improve students' learning enthusiasm, help students shape positive, healthy and upward ideals and beliefs, alleviate negative emotions, and then improve students' psychological cognitive ability.

Research objects and methods: 100 students from a university were selected as the research objects. Self-rating Anxiety Scale (SAS), Self-rating Depression Scale (SDS) and Symptom Checklist-90 (SCL-90) were used to evaluate students' mental health. Using the examination results of ideological and political education courses to evaluate students' learning effects.

Research design: Students were randomly divided into research group and control group, with 50 students in each group. The students in the research group were taught by the improved ideological and political teaching model based on educational psychology. The students in the control group were taught by the traditional ideological and political teaching mode. Three months later, the mental health level and test scores of the two groups were compared.

Methods: The relevant data were processed and analyzed by software SPSS23.0.

Table 1. SAS scores of two groups of students

Timing	SAS score		t	P
	Research Group	Control group		
Before teaching	71.9±11.3	72.1±12.8	0.542	0.659
After teaching	51.9±5.8	63.3±12.5	3.125	0.032
t	8.132	2.431	-	-
P	0.000	0.037	-	-

Results: After teaching, the SAS score, SDS score and SCL-90 score of the students in the study group were significantly higher than those in the control group ($P < 0.05$). The SAS scores of the two groups are

shown in Table 1.

Conclusions: Since the 20th century, China's economic level and science and technology have been improving rapidly, and the era of new media has also come. New media refers to the communication form based on digital technology, taking the network as the channel and taking high-tech products such as mobile phones, televisions and computers as the terminal to provide users with information or services. The rise of new media has promoted the optimization, upgrading and transformation of a large number of industries, and brought new opportunities and impetus to the development of various industries in China. Based on educational psychology, the research applies new media technology to ideological and political education and puts forward corresponding strategies to improve the teaching mode of ideological and political education. The experimental results show that after teaching, the SAS score, SDS score and SCL-90 score of the students in the research group are higher than those in the control group, and the difference is significant ($P < 0.05$).

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INTEGRATION AND PRACTICE OF RED CULTURE AND IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES UNDER THE BACKGROUND OF EDUCATIONAL PSYCHOLOGY

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Background: College students need to face academic pressure and employment pressure at the same time, so they are very prone to mental diseases, such as anxiety, depression and so on. Anxiety refers to the tension, anxiety, fear and other negative emotions caused by the threat or imminent threat of an individual to something. Generally speaking, when an individual is nervous about something, such as learning, work, social networking, etc., the individual will be attracted most of the attention by the event, and make a lot of efforts and imagination assumptions to solve or complete the event. When individuals pay more attention to the event because of repeated failures, until they break through the critical point, individuals will feel anxious. Many studies have shown that maintaining moderate anxiety can help students concentrate, so that they can study more attentively and hard, and then improve their academic performance. However, when the degree of anxiety is too high and lasts too long, students' physical and mental health will be damaged, students' interest in learning will decline, and even weariness will appear, which will greatly affect students' normal study and life. Therefore, it is necessary to find an appropriate method to help students alleviate anxiety.

Educational psychology is a branch of psychology. Its main research direction is the learning effect of students, the effect of teaching intervention, the teaching psychology of teachers and the social psychology of school organization under the educational situation. Educational psychology is to apply psychological theory to education, so as to improve teaching methods, improve students' learning enthusiasm, and help students solve various problems in the process of learning and growth. Educational psychology has important applications in teaching design, teaching mode improvement, promoting students' learning motivation and helping students overcome psychological problems. Through educational psychology, teachers can have a deeper understanding of students, improve the pertinence of teaching, adjust teaching methods and teaching methods, and improve teaching quality. In the education system of colleges and universities, ideological and political education plays an important role in helping students alleviate anxiety. Based on educational psychology, the research integrates red culture into ideological and political education in colleges and universities to realize the deep integration of red culture and ideological and political education in colleges and universities. Based on educational psychology, the integration of red culture into ideological and political education in colleges and universities can effectively alleviate students' anxiety, and then transport high-level and high-quality talents for the country.

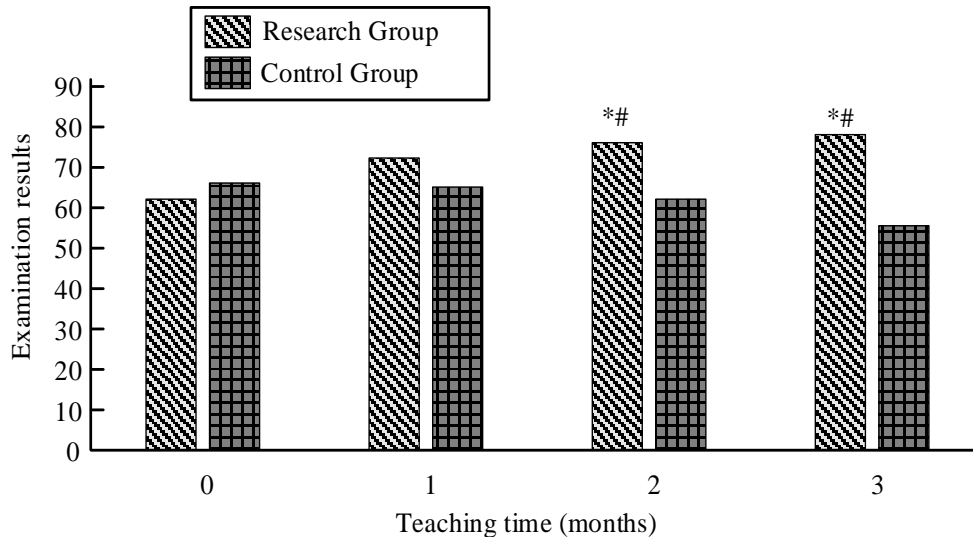
Objective: Based on educational psychology, to integrate red culture into ideological and political education in colleges and universities, effectively alleviate students' anxiety, and then transport high-level and high-quality talents for the country.

Research objects and methods: 80 students were randomly selected from a university as the research object. Using the examination results of ideological and political education courses in colleges and universities to evaluate students' learning effects.

Research design: By sampling the random number table method, the students were randomly divided into research group and control group, with 40 people in each group. The students in the research group used the ideological and political education courses in colleges and universities based on educational psychology and integrated them into the red culture. The students in the control group used the traditional ideological and political teaching mode. After three months of teaching, the teaching effects of ideological and political education of the two groups of students were compared.

Methods: The relevant data were processed and analyzed by software SPSS23.0.

Results: After teaching, the test scores of the students in the research group were significantly higher than those in the control group ($P < 0.05$), as shown in Figure 1.



Note: * $P < 0.05$ compared with that before teaching; # It means that compared with the control group at the same time, $P < 0.05$.

Figure 1. The examination results of the two groups of students in the course of ideological and political education in colleges and universities

Conclusions: University is an important turning stage for students. During the university period, students began to initially contact society, accept all kinds of ideological impact in the society, and their mentality began to change rapidly. Some students are influenced by some bad ideas, their value orientation is distorted, their sense of social responsibility is missing, and their ideals and beliefs are vague, so they cannot bear the great responsibility of socialist successors. Based on educational psychology, the research puts forward strategies to integrate red culture into ideological and political education in colleges and universities. The comparative experiment shows that after teaching, the test scores of the students in the research group are significantly higher than those in the control group ($P < 0.05$). Therefore, we can convey the high-quality ideological and political talents to the students of colleges and universities, and then integrate them into the high-quality ideological and political education.

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ANALYSIS OF INTERVENTION MEASURES FOR ANXIETY DISORDER OF COLLEGE STUDENTS IN THE PROCESS OF INNOVATION AND ENTREPRENEURSHIP

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Background: In recent years, with the advancement of the national economic and social process, the scale of colleges and universities in China has been expanding, and the number of college graduates has also shown an upward trend year by year. The employment competition pressure of college graduates is increasing, and the employment situation is becoming more and more severe. The difficulty of graduates' employment has become a social problem. In the face of the current international development situation

and the difficulty of employment, the state has put forward the national development strategy of “entrepreneurship by all and innovation by all”, encouraged the people to actively carry out innovation and entrepreneurship activities, and provided a new development possibility for the employment of college students. College students have responded to the call of national policies and actively joined the wave of innovation and entrepreneurship. However, due to the lack of social experience and other reasons, college students will inevitably encounter setbacks and obstacles in the process of entrepreneurship. Some college students have too high expectations of entrepreneurial achievements and expect to achieve certain achievements in a short time, reflecting their own value and ability.

This contradiction between ideal and reality makes college students’ entrepreneurial groups easy to fall into negative emotions and be troubled by psychological problems such as anxiety and depression. From the perspective of psychology, anxiety comes from people’s fear of threat situations, showing tension and anxiety about the current situation and what will happen in the future. Appropriate anxiety can help college students maintain a positive state in the process of innovation and entrepreneurship and promote the development of entrepreneurial college students. However, if college students are in high anxiety for a long time, it will have a serious negative impact on their physical and mental health. Therefore, it is necessary to investigate and analyze the anxiety symptoms of college students in the process of innovation and entrepreneurship, understand the causes of college students’ anxiety, and put forward corresponding intervention measures to alleviate college students’ anxiety.

Objective: To investigate and analyze the performance of anxiety disorder of college students in the process of innovation and entrepreneurship, analyze the causes of anxiety emotion of college students, take this as the guide, put forward the intervention measures for anxiety disorder of college students in the process of innovation and entrepreneurship, and further analyze the application effect of anxiety intervention. Through the analysis of college students’ anxiety intervention means, this paper provides suggestions and references for alleviating college students’ anxiety in the process of innovation and entrepreneurship, helps college students improve their mental health level, and promotes the process of innovation and entrepreneurship.

Research objects and methods: Taking 200 college students’ entrepreneurs as the research object, through the form of questionnaire survey to understand the psychological anxiety performance of college students’ entrepreneurs in the process of innovation and entrepreneurship, combined with the interview method to deeply understand the causes of psychological anxiety of college students’ entrepreneurs. Aiming at the problems of entrepreneurship projects and expected planning of college students’ entrepreneurs, restore the innovation and entrepreneurship journey of college students’ entrepreneurs, so as to obtain the performance and causes of anxiety disorder of college students’ entrepreneurs, put forward anxiety intervention methods, and analyze the practical application effect of intervention means in anxiety relief of college students’ entrepreneurs.

Research design: Combined with the self rating anxiety scale, to understand the psychological and physical performance characteristics of college students’ entrepreneurs’ psychological anxiety, and to explore the performance and inducement of college students’ entrepreneurs’ anxiety in the process of innovation and entrepreneurship. A total of 200 questionnaires were distributed, and the respondents were required to fill in the questionnaire on site. The filling time of the questionnaire was about 15-25 minutes.

Results: The investigation results of the causes of psychological anxiety of college students’ entrepreneurs are shown in Table 1. College students’ entrepreneurs with different entrepreneurial hours have different performance in entrepreneurial policies, family support and other anxiety factors.

Table 1. Investigation on the causes of psychological anxiety of college students’ entrepreneurs

Duration of entrepreneurship	<1 year	1 year	2 years
Innovation and entrepreneurship policy	3	3	2
Entrepreneurship education in colleges and universities	4	3	2
Family support	4	3	4
Personal ability	3	3	4
Expected drop	4	3	2
Group comparison pressure	4	4	4

Conclusions: Whether the promotion of college students’ innovation and entrepreneurship process has important practical significance at the level of national social development and college students’ personal development. Alleviating the psychological anxiety of college students’ entrepreneurs in the process of innovation and entrepreneurship can effectively promote the success of college students’ entrepreneurship. On the one hand, it provides a new solution to the employment difficulties of college graduates. On the

other hand, it can speed up China's development towards an innovative country and promote the improvement of national innovation strength. In order to ensure the promotion of innovation and entrepreneurship, college students should adjust their psychological state in time to avoid psychological anxiety and other problems hindering the realization of entrepreneurship success.

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ANALYSIS ON THE LEVEL OF PSYCHOLOGICAL STRESS AND INDIVIDUAL DIFFERENCES OF ADMINISTRATIVE PERSONNEL IN COLLEGES AND UNIVERSITIES

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Background: The progress of national social economy puts forward higher requirements for the education of high-quality talents, and colleges and universities, as the training base of high-quality professional and skilled talents, have played an unparalleled role in the development of national economy and science and technology. The administrative personnel in colleges and universities are an important factor in the development of colleges and universities. The level of administrative management in colleges and universities is directly related to the smooth development of administrative management and teaching arrangements in colleges and universities. In recent years, due to the needs of social development and the change of policy direction, colleges and universities continue to expand enrollment, the number of college students continues to increase, and the workload of college administrators has increased significantly, which increases the work pressure of college administrators. Under the high requirements and high volume of university administration, university administrators have high psychological pressure and are prone to psychological imbalance, which has a negative impact on the smooth implementation of university administration.

Workplace environment is one of the main life scenes of people. About one-third of people's time and energy are invested in workplace work every day. Therefore, the working environment and state are directly related to people's daily psychological quality and affect people's psychological and physiological level. The university administrators need to invest a lot of emotion in the work process, and the continuity of university management is strong. Under the long-time and high-intensity work tasks, some university administrators may have lost or bored emotions. The administrative work of colleges and universities also has the characteristics of detail and tediousness. The work content is relatively monotonous. Some college administrators have a low sense of self-identity in their work and think it is difficult to give full play to their self-worth in their work, so they fall into negative emotions, resulting in a sharp rise in the psychological pressure of college administrators. Under the accelerating social rhythm, college administrators are affected by the dual effects of life pressure and work pressure, which may lead to physiological and psychological fatigue and tension, so as to reduce the mental health level and quality of life of college administrators.

Objective: To study and analyze the psychological stress level of university administrators, hoping to truly and objectively reflect the psychological status of university administrators through data extraction, mining and analysis, and explore the individual differences of psychological quality of university administrators. Through the analysis of the level and difference of psychological pressure of university administrators, this paper deeply excavates the reasons behind the psychological pressure of university administrators, and puts forward corresponding countermeasures on this basis, so as to provide help for improving the mental health level of university administrators.

Research design: The research extracted and sorted out the psychological state-related information of university administrators from the physical examination database of university employees, collected the basic information of career development, family environment, personal characteristics and other aspects of university administrators, and deeply analyzed the psychological state level of university administrators. To provide reference for exploring the influencing factors of psychological stress and burnout of university administrators. The research uses the analytic hierarchy process to analyze the influencing factors of the psychological state of university administrators, combined with the information of university administrators, constructs the psychological impact index system of university administrators, and uses the analytic hierarchy process to solve the characteristic vector and priority weight of the impact index, so as to lay the foundation for putting forward the coping strategies of psychological pressure of university administrators.

Results: The statistical results of psychological stress and burnout of college administrators are shown in Table 1. College administrators of different ages have the phenomenon of job burnout. They have great

psychological pressure in their daily work, among which the level of psychological stress and job burnout of college administrators aged 35-45 is the highest.

Table 1. Statistical results of psychological stress and burnout of administrative personnel in colleges and universities

Age of respondents	25-35	35-45	45-55
Depersonalization	3	4	4
Emotional exhaustion	3	4	3
Low sense of achievement	2	1	1

Conclusions: In recent years, with the development of social economy, the requirements for the working ability of university administrators are higher and higher. University administrators are prone to psychological imbalance and have low awareness of their roles in work, which makes university administrators under psychological pressure for a long time, it is not conducive to the development and efficient long-term development of administrative affairs in colleges and universities. This paper analyzes the psychological pressure of university administrators. There are individual differences in age and gender. Compared with male administrators, female university administrators have greater psychological pressure and higher degree of job burnout than men. With the growth of age, the degree of the psychological pressure of college administrators is also gradually increasing, and the work enthusiasm of young administrators is higher.

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ON THE STRATEGIES OF IMPROVING COLLEGE TEACHERS' TEACHING ABILITY FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology takes teaching activities as the research object and analyzes and studies the learning and intervention psychology in the process of education from the perspective of psychology, which has the characteristics of paying equal attention to theory and practice. As an auxiliary means for teachers to carry out teaching activities, educational psychology explains, describes and predicts the psychological factors in the process of education. Educational psychology can effectively provide systematic guidance for teachers' actual teaching activities from a scientific perspective, help teachers intervene in students' psychological status in teaching activities, and has important guiding significance for improving the quality and level of education. Educational psychology focuses on the main body of teachers and students in teaching activities, and analyzes the changes of psychological characteristics in teaching activities from the perspective of educational content, educational environment and educational media.

With the gradual change of the concept of higher education in China, the focus of higher education is no longer the traditional teaching of simple knowledge, but pays more attention to the cultivation of students' comprehensive quality and ability. Under the new higher education concept with quality education and professional skill training as the core, the education quality of colleges and universities has become the focus of all sectors of society, and college teachers, as the key factor, have also improved their teaching ability standards. The transformation of higher education concept has brought greater challenges to the teaching ability of college teachers, which requires college teachers to actively improve their professional teaching ability and cultivate more high-quality talents with innovative ability and professional quality under the guidance of educational psychology.

Objective: Under the new situation of college enrollment expansion, the decline of college education quality has aroused doubts from all walks of life, requiring college teachers to improve their teaching ability and level and promote the development of higher education. Based on the theory of educational psychology, the research provides strategic reference for the improvement of college teachers' teaching ability, organically integrates educational activities with psychology, examines the education and teaching process from the unique perspective of psychology, and expects to put forward practical suggestions for the improvement of college teaching quality and the promotion of teaching reform.

Research design: Based on the public information of teaching quality evaluation of three colleges and universities in a city in 2021, the research extracts the data of teachers' teaching quality evaluation results

for college students from the teaching quality evaluation report of colleges and universities. Using statistical software SPSS22.0 sort out and analyze the evaluation data of college students, obtain the current situation of college teachers' teaching quality from the perspective of college students, and provide reference for analyzing the direction of improving college teachers' teaching ability. Using the method of correlation analysis, this paper analyzes the correlation between different teaching factors and teaching effectiveness of college teachers, and discusses the impact of college teachers' teaching design, teaching research and teaching implementation on their teaching quality from the improvement of teachers' and students' psychological changes in the teaching process. Based on the data results of correlation analysis, this paper puts forward the corresponding strategies to improve the teaching ability of college teachers, so as to provide help to improve the teaching quality of college teachers.

Results: The statistical results of teachers' teaching quality evaluation data for college students are shown in Table 1. College students of different grades generally have low evaluation scores on the teaching ability of college teachers in three aspects, and college students' overall recognition of the teaching ability of college teachers is not high, which requires college teachers to actively improve themselves and professional teaching ability.

Table 1. Statistical results of teachers' teaching quality evaluation for college students

Scoring items	Freshman	Sophomore	Junior	Senior
Instructional design	3	2	2	2
Teaching research	2	2	2	3
Teaching implementation	2	3	2	3

Conclusions: In the new era, the importance of higher education to national development and social progress is becoming increasingly prominent. Colleges and universities are required to improve their own education quality level, improve the professional teaching ability of college teachers, and provide higher quality classroom teaching for college students. College teachers should first clarify their self goal orientation, take teaching as the focus and goal of their work, diagnose and analyze their self teaching ability in time, understand the learning demand orientation of college students, and dynamically adjust the teaching plan and implementation mode. Moreover, colleges and universities should strengthen the training of teachers' teaching ability, organically integrate teacher training with teaching reform, establish a dynamic coordination mechanism for the cultivation of teachers' teaching ability, mobilize the comprehensive ability of functional departments and departments of colleges and universities, and provide college teachers with a good teaching environment and self-improvement atmosphere. Moreover, colleges and universities should actively improve the evaluation and assessment system of teachers' professional ethics, and pay attention to the comprehensive improvement of teachers' professional teaching ability and teaching professional ethics.

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INFLUENCE OF ATHLETES' PHYSICAL HEALTH AND PRE-COMPETITION ANXIETY IN THE PROCESS OF PHYSICAL TRAINING

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Background: In modern sports competition, athletes' training level, their own physical quality and competitive mentality all have an important impact on athletes' competition results. Before the sports competition, athletes have undergone long-term and professional skill training. Therefore, in the close competition, the psychological state of athletes before and during the competition has become the key to defeating their opponents. As a fierce competition, there is a strong confrontation relationship in sports competition. Athletes restrict and compete with each other. Athletes bear a high-intensity psychological and physiological load in the process of competition. With the increase of the intensity of modern sports competition, coaches and athletes pay more attention to psychological quality training. It is expected that through scientific and systematic training, athletes' on-the-spot competitive psychological state will maintain a good level and avoid the influence of psychological factors on athletes' competition results.

Anxiety refers to a threatening state that individuals feel because it is difficult to achieve their goals. When they encounter insurmountable obstacles, individuals may feel a strong sense of frustration. The

difficulties they face lead to the frustration of their self-esteem and self-confidence, which makes individuals in nervous anxiety. Anxiety is activated by the individual's autonomic nervous system, which makes the individual show a variety of emotional characteristics, such as tension, worry and so on. Often, the degree of this anxiety state can only be directly described by myself. Therefore, researchers usually judge the anxiety degree of the object through indirect physiological characteristics, or understand the anxiety characteristics of the object by means of investigation and interview.

Objective: This paper analyzes the causes of sports athletes' pre-competition anxiety, and explores the relationship between athletes' physical health and pre-competition anxiety in the process of sports training. The research deeply excavates the influence of the technical level and psychological quality of sports athletes on the competition results in the competition state, hoping to provide reference for alleviating the competition anxiety of sports athletes before the competition, carry out targeted psychological training and counseling for athletes, and improve the psychological quality of athletes.

Research objects and methods: The research takes 80 basketball athletes as the research object, through the form of questionnaire survey to understand the mental health status of sports athletes before competition, and analyze the causes of athletes' pre-competition anxiety. Starting from the influencing factors of athletes' pre-competition anxiety, this paper explores the relationship between athletes' physical health and pre-competition anxiety in the process of sports training, and puts forward the corresponding adjustment strategies of athletes' pre-competition anxiety.

Study design: The study passed the Pre-competition Emotion Scale Trait (PEST). To investigate the pre-competition anxiety state of sports athletes, and understand the emotional state of athletes from four aspects: athletes' trait self-confidence, personal failure anxiety, social expectation anxiety and physical trait anxiety. The pre-competition emotion scale is divided into 4 subscales by 4 measurement factors. Each subscale includes 8 test items, with a total of 32 test items.

Results: The pre-competition anxiety scores of 80 basketball athletes are shown in Table 1. The pre-competition anxiety status of basketball athletes is different under different competition duration. The longer they participate in the competition, the lower their pre-competition anxiety, and their psychological quality is improved with the increase of time.

Table 1. Score results of pre-competition anxiety of 80 basketball players

Competition duration	<6 month	6 month-1 year	1 year-2 years	>2 years
Trait confidence	3	4	4	3
Personal failure anxiety	4	4	3	2
Social expectation anxiety	4	3	3	3
Somatic trait anxiety	3	3	3	4

Conclusions: The anxiety state of sports athletes before competition is affected by many factors, such as their self-confidence, the importance of personal failure, the importance of social expectation and physical quality. The self-confidence of sports athletes is based on their physical quality and economic strength. Sports athletes should make a correct self-assessment of their sports strength. Maintain high self-confidence and calm attitude during the competition. And sports athletes cannot pay too much attention to personal success or failure. Some athletes are too worried about losing the game before the game, which makes it difficult for them to give full play to their full strength in the competition process, thus affecting the competition results. On the other hand, social expectation will also cause the competition psychological pressure of sports athletes and make sports athletes in anxiety. The physical quality of sports athletes is directly related to their competitive state and competitive strength. The physical health level of sports athletes affects their pre-competition anxiety. Some sports athletes decline their physical health level due to sports injury and other reasons. They are worried that physical factors will affect their competition results, which makes athletes fall into pre-competition anxiety.

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ROLE OF MORAL EDUCATION IN ALLEVIATING COLLEGE STUDENTS' PSYCHOLOGICAL ANXIETY

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Background: Under the increasingly severe social competition situation, contemporary college students bear multiple pressures from family, school, society and other aspects, and have been under psychological anxiety for a long time. Academic and interpersonal communication are the main sources of pressure for college students. Different from the previous learning mode of junior high school and senior high school, the learning and life of the university requires college students to have higher autonomous ability, require students to have higher learning initiative and initiative, and be able to realize self-active learning and positive exploration. Some college students are difficult to adapt to the differences in learning habits between college and high school, have learning disabilities, and have serious anxiety and anxiety about learning and examination. On the other hand, university campus is the epitome of society. College students need to face a variety of interpersonal scene requirements on campus. College students have strong interpersonal and communication skills. However, some college students are shy and introverted, and it is difficult to adapt to the high social college life for a while. When communicating with others, they are prone to tension and anxiety.

Moral education refers to the purposeful and planned ideological and political education and moral quality education for the educated, so as to improve their ideological and moral consciousness and character through the moral education for the educated. Mental health education is an important part of moral education. It has important educational significance for the moral quality and mental health level of the educated, and can effectively promote the personality development and spiritual sublimation of the educated. Therefore, moral education is based on the formation law of students' ideology and morality, counseling and intervention on students' mental health, and interpreting students' psychological contradictions from the perspective of psychology, which is of great value in alleviating college students' psychological anxiety.

Objective: The research explores the effect of moral education in colleges and universities, analyzes the effect of moral education in colleges and universities on alleviating college students' psychological anxiety, and hopes to provide reference and help for improving college students' mental health level. Starting from the content and methods of moral education, this study explores the role and status of moral education in college students' teaching system, excavates the effect of moral education on college students' psychological intervention, hopes to alleviate college students' psychological anxiety through moral education, and puts forward college students' psychological intervention strategies.

Research objects and methods: The research takes 500 college students as the research object, through the combination of questionnaire survey and experimental comparison to understand the psychological anxiety of contemporary college students, and analyze the causes of college students' psychological anxiety. By means of comparative experiment, this paper explores the effect of moral education in alleviating college students' psychological anxiety, and explores the impact of moral education on improving the quality of college students' mental health.

Study design: The study used the form of questionnaire to understand the mental health status of college students, and combined with the self rating anxiety scale to analyze the characteristics and degree of college students' psychological anxiety. The research adopts the method of stratified cluster random sampling to select 50 college students for comparative experiment, and the research objects are divided into experimental group and control group. The students in the experimental group received moral education for three months, once a week, each time for 1.5 hours, while the students in the control group did not participate in any type of moral education related activities.

Results: The anxiety scores of the experimental group and the control group before and after the experiment are shown in Table 1. The psychological anxiety scores of the students in the experimental group decreased significantly, and the psychological anxiety level changed from moderate anxiety to no anxiety, while the psychological anxiety scores of the students in the control group changed slightly, and the difference before and after the experiment has no statistical significance.

Table 1. Anxiety scores of the experimental group and the control group before and after the experiment

Survey object	Before experiment	After the experiment
Experience group	65.57	46.32
Control group	65.11	62.43

Conclusions: College moral education intervenes the psychological state of college students through planned moral education guidance, helps college students enhance their sense of subjective well-being and self-efficacy, and maintains their mental health. In the new era, college students pay attention to the realization of self-worth, but sometimes their own efforts will conflict with the results, resulting in a sense of frustration and loss, which makes college students fall into psychological anxiety and depression.

Through the intervention of college students' mental health, college moral education can improve college students' self-emotional experience and enhance their sense of self-worth, which can effectively alleviate college students' psychological anxiety and improve their mental health level and quality of daily life.

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VALUE OF CULTIVATING COLLEGE STUDENTS' SPORTS PSYCHOLOGICAL QUALITY FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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Background: Social psychology organically combines the contents of sociology and psychology, analyzes the behavior and psychological activities of individuals and groups in the social environment, studies the interaction between social groups and individuals, and discusses the law of their psychological changes. In recent years, interdisciplinary has gradually sprung up. Many researchers have found that the integration of discipline theories in different fields can further give play to the strengths and advantages of their respective fields and effectively deepen discipline research. Therefore, the research extends the theory of social psychology to the field of education, analyzes and studies the obedience, persuasion and cognitive imbalance in the process of students, and interprets the interaction between educational subjects in the teaching process by using the theoretical methods of social psychology.

College students are the future main force of China's social and economic construction. The level of college students' comprehensive quality and ability is directly related to the future development speed of the country and society. Therefore, we should pay attention to the balanced development of college students' quality and ability in all aspects and promote the improvement of contemporary college students' comprehensive quality. Sports psychological quality education is an important part of college students' quality education in China. The cultivation of sports psychological quality is of great value to improve the mental health level of contemporary college students. Maintaining good physical quality and sports psychological quality can effectively help college students realize the all-round development of physical function, reduce the possibility of mental health problems, and realize the common development of college students' body and mind. Therefore, it is necessary to analyze the actual value of cultivating college Students' sports psychological quality, excavate the training strategies of college students' sports psychological quality, and promote the overall improvement of contemporary college students' comprehensive quality based on the theory of social psychology.

Objective: The research integrates the content of psychological theory with higher education, applies the knowledge of social psychology to the curriculum reform of higher education, and explores the practical value of cultivating college students' sports psychological quality from the perspective of social psychology, hoping to provide suggestions and references for the curriculum reform of colleges and universities.

Research design: The research obtains the relevant information of college sports psychological quality education from the comprehensive evaluation report of college teaching in a city in 2021, and collects the evaluation result data of college sports education and college students' psychological education in the evaluation report. And use SPSS23.0 makes statistical analysis on the evaluation data, analyzes the current situation of college students' sports psychological quality education from the college teaching evaluation data, and understands the problems existing in college students' sports psychological quality education from the perspective of college students. The logistic regression model is used to analyze the impact of the improvement of college students' sports psychological quality on the comprehensive quality and development of college students. From the perspective of social psychology, this paper discusses the impact of cultivating college students' sports psychological quality on college students' physical quality, learning ability, pressure resistance ability and interpersonal communication ability. This paper analyzes the practical value and significance of cultivating college students' sports psychological quality. Combined with the results of regression analysis, this paper deeply excavates the causes of the problems existing in contemporary college students' sports psychological quality education, and puts forward corresponding improvement measures on this basis, so as to provide suggestions and references for the realization of college curriculum reform in sports.

Results: The evaluation and statistical results of college students on the teaching quality of college

sports psychological quality education are shown in Table 1. At present, colleges and universities pay less attention to students' physical education courses and sports psychological health quality education courses, the setting of relevant physical education courses is unreasonable, and there are few relevant courses. And in the process of physical education teaching, teachers pay more attention to technical guidance and ignore the cultivation of students' physical mental health quality. On the other hand, the allocation of resources related to physical education curriculum and mental health quality education curriculum is not in place, and there is a lack of arrangement of venues and basic materials.

Table 1. Statistical results of college students' evaluation of college sports psychological quality education

Survey object	Freshman	Sophomore	Junior	Senior
Attention	2	2	1	2
Curriculum	2	1	2	1
Teacher qualification	1	2	1	1
Resource allocation	2	1	1	2

Conclusions: Contemporary college students are the main force in building a well-off society in an all-round way. Their comprehensive quality and ability are directly related to the development level of social economy. The government and colleges and universities are required to pay attention to the development of college students' comprehensive quality and ability in skills and psychology, so as to make college students' various ability levels in a balanced development state. Sports psychological quality education can effectively improve students' mental health problems and enhance students' pressure resistance in the face of difficulties. It is of great significance to improve the psychological quality of contemporary college students. Sports psychological quality education can also cultivate students to establish correct concepts of self-evaluation and self-consciousness, and cultivate students' spirit of mutual assistance and struggle through cooperative and competitive sports collective activities.

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INTERVENTION EFFECT OF ENGLISH TRANSLATION TEACHING REFORM BASED ON THE CONCEPT OF CHINESE AND WESTERN CULTURAL COMMUNICATION ON COLLEGE STUDENTS' ANXIETY PROCESS

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Background: With the advancement of social process, the speed of social development is accelerating day by day, and the social competition is fierce. As the main force of social construction, college students are under strong psychological pressure. Among them, learning is one of the important sources of college students' psychological pressure. Many college students are difficult to adapt to different learning modes, have poor learning autonomy and enthusiasm, and have low adaptability to the university campus learning environment, which makes some college students bear strong learning competitive pressure. English learning is an important part of learning and life. College students' English skill level will also affect their subsequent employment development. Therefore, many college students pay more attention to English learning, pay more attention to English learning achievement, and always maintain an anxious emotional state for their own English learning.

In the process of English learning, college students may have anxiety and fear about classroom language learning, have low self-confidence in self perception, belief and behavior in the process of English learning, and worry too much about the effectiveness of English learning, which leads to college students' learning anxiety and affects their daily learning life. Learning anxiety mainly refers to students' fear of classroom, examination, communication and negative evaluation in the process of English learning. Students have low self-confidence in their English communication ability, fear of being asked by teachers in English classroom, and have strong fear of English test scores. This state of English learning anxiety will also affect the English learning effect of college students, thus forming a vicious circle, leading to the continuous decline of students' English learning performance. English translation teaching is an important factor in English learning. English translation requires students to master strong basic English knowledge and application ability, and higher requirements for students' bilingual language application ability. Therefore, some college students have a strong fear of English translation. When facing English translation and practice, they often

have anxiety and fear.

Objective: Under the guidance of the concept of Chinese and Western cultural communication, this study studies the English learning anxiety of college students, explores the new model of English translation teaching, the intervention effect on college students' English learning anxiety, and helps teachers clarify students' English learning anxiety in the process of English translation teaching. Starting from the research on the causes of college students' English learning anxiety and the spread of English learning culture, we hope to provide help for college students to improve their English learning anxiety.

Research design: Using the evaluation method of artificial neural network, this paper analyzes the effect of English translation teaching reform under the concept of Chinese and Western cultural communication on alleviating college students' English learning anxiety, constructs an English translation teaching model combined with BP neural network, and uses the deep learning performance of BP neural network. To solve the intervention effect of students' English learning anxiety under different English translation teaching modes, and explore the intervention effect of students' learning anxiety under different English translation teaching modes. BP network is used to analyze the teaching quality and anxiety intervention effect of the new English translation teaching mode under the concept of Chinese and Western cultural communication and the traditional English translation teaching mode. The students' English translation learning index and learning anxiety index vector under the two modes are used as the input data of BP neural network to obtain the students' learning effect and anxiety change of different teaching modes. Combined with the output results, understand the differences between the new English translation teaching model and the traditional teaching model under the concept of Chinese and Western cultural communication, and analyze the intervention effect of the new English teaching model on alleviating college students' English learning anxiety. Based on the evaluation results of neural network, this paper discusses the development and reform direction and strategies of the new English translation teaching model, so as to provide help for alleviating college students' English learning anxiety.

Results: The input vector of college students' English learning anxiety is shown in Table 1. College students' English learning anxiety level is high, and college students generally have English learning anxiety.

Table 1. Input vector of college students' English learning anxiety

Survey object	Freshman	Sophomore	Junior	Senior
Classroom	3	3	4	3
Examinations	4	4	4	4
Communication	4	3	4	3
Negative evaluation	3	3	3	4

Conclusions: The existence of English learning anxiety will affect students' learning effect. Teachers should actively adjust the English translation teaching mode, take the new Chinese and Western cultural communication concept as the guidance, innovate and optimize the teaching concept and teaching mode, and alleviate students' English learning anxiety.

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THE ROLE OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES IN ALLEVIATING COLLEGE STUDENTS' EMPLOYMENT ANXIETY

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Background: Anxiety refers to the tension, anxiety and other emotions caused by an individual's excessive worry about safety, future and destiny. Individual anxiety includes anxiety, tension, panic and other psychological states. Many factors such as society, family and environment may lead to individual anxiety, make individuals fall into a restless psychological state, and reduce the quality of individual mental health. In recent years, with the accelerating speed of social and economic development and the changing social situation, the problem of college students' employment has gradually appeared. In recent years, the proposal of college enrollment expansion policy has also increased the number of college graduates and further increased the employment difficulty of college students. Under this social situation, many college

students bear strong employment anxiety, and feel nervous and uneasy about the future employment prospects at the stage of college study. On the other hand, the university stage is an important stage for the formation of college students' outlook on life, values and world outlook. Many college students' ideas are not mature and their grasp of the employment situation and their own ability is not accurate enough, which makes some college students fall into employment anxiety, worry too much about their future development direction and fear of employment choice, affect the daily life of college students.

Since the reform and opening up, the reform of ideological and political education in colleges and universities has been continuously promoted. After continuous adjustment and standardization, the ideological and political education system in colleges and universities has been continuously developed. It has been adjusted in time with the needs of the development of the times. Although the mode of ideological and political education in colleges and universities continues to improve, colleges and universities always put the correct guidance of ideological and political education to students' consciousness in an important position, adhere to the principle of moral education first, and correctly guide students' moral personality and ideological consciousness through ideological and political education. In the face of the general situation of college students' employment anxiety, colleges and universities should give full play to the intervention role of ideological and political education in students' mental health, help college students' employment anxiety through ideological and political education, dredge their mental health problems, and alleviate their employment anxiety.

Objective: To analyze the employment anxiety of college students, understand the degree of anxiety of college students about their employment prospects, master the mental health level of contemporary college students, and explore the causes of employment anxiety of college students. The research analyzes the role of college ideological and political education in college students' psychological intervention, excavates the application effect of college ideological and political education in alleviating college students' employment anxiety, and hopes to put forward a new solution to alleviate college students' employment anxiety.

Research design: Combined with Delphi method and experimental method, this study analyzes the impact of college ideological and political education on students' employment anxiety, uses Delphi method to carry out three rounds of expert consultation and empowerment, and understands the correlation between college political education and college students' employment anxiety. The selected experts are required to have been engaged in scientific research or practical work in the fields related to ideological and political education for more than 5 years, with high professional quality, and are required to ensure the whole process participation during the research consultation, and all experts are willing to participate in the consultation and research. The study used the comparative experimental method to understand the alleviating effect of college ideological and political education on college students' employment anxiety. 50 college students were randomly selected as the experimental objects for three months of ideological and political education. The ideological and political education was taught once a week for 1.5 hours each time. Compare the scores of employment anxiety of the subjects before and after the experiment, and analyze the application effect of ideological and political education in colleges and universities in alleviating college students' employment anxiety.

Results: The statistical results of the anxiety of the subjects before the experiment are shown in Table 1. The employment anxiety of the subjects showed certain differences in grades. With the approaching of the employment period, the employment anxiety of college students gradually increased.

Table 1. Statistical results of subjects' anxiety before the experiment

Survey object	Experience group	Control group
Choice of employment direction	3.47±0.21	3.46±0.25
Choice of employment mode	3.10±0.34	3.13±0.33

Conclusions: At present, there are still many problems in the ideological and political education in colleges and universities in China, which requires the teachers of ideological and political education in colleges and universities to constantly optimize the curriculum reform, improve and innovate the educational evaluation standards and educational contents, and keep the ideological and political education in colleges and universities in line with the development pace of the times. The employment of college students is the key issue of people's livelihood. In order to alleviate the employment anxiety of college students, the ideological and political education in colleges and universities should strengthen the psychological endurance and pressure resistance of college students through ideological intervention, help college students establish a diversified concept of employment and alleviate the employment anxiety of college students.

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THE NECESSITY OF MENTAL HEALTH EDUCATION IN HIGHER EDUCATION

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Background: With the advancement of social process and the acceleration of social development, the social competition situation is becoming increasingly severe. The fierce social competition makes college students face pressure from family, society, environment and other aspects. The number of college students with mental health problems is increasing year by year. The mental health level of college students is not optimistic. A considerable number of college students suspend or drop out due to mental diseases. In serious cases, a few college students cause bad social events due to mental health problems. In their daily life and study, college students are faced with pressures from academic achievements, interpersonal communication, social practice, employment competition and other aspects. Some college students have anxiety and fear when facing difficulties or obstacles that are difficult to solve, resulting in college students falling into a state of psychological anxiety or depression, which has seriously affected the normal life of college students, it reduces the quality of life of college students.

The government and society always pay attention to the education quality level of higher education, including professional knowledge and skill education and mental health education for college students, and require college students to achieve comprehensive development in professional, psychological and physical quality. As a key link, college students' mental health education is directly related to the overall promotion of higher quality education. Strengthening college students' mental health education can effectively help college students establish a good psychological mechanism and promote college students to establish a correct and mature outlook on life, values and world outlook. College students' mental health education is also a key part of college moral education and a necessary factor for the development of college moral education under the new situation. Colleges and universities are required to strengthen college students' mental health education according to the growth characteristics and psychological characteristics of college students under the new situation, so as to cultivate college students' adaptability and pressure resistance to social life.

Objective: To analyze the importance of college students' mental health education in higher education, and to explore the necessity and value of college students' mental health education in higher education system. The research deeply analyzes the significance of college students' mental health education to the healthy growth of college students, and puts forward the ways and paths of college students' mental health work in higher education, hoping to provide help for improving college students' mental health level and mental endurance.

Research design: Through the analysis of the relationship between the mental health education of middle school students in higher education and the mental health level of students, this study understands the impact of college ideological and political education on the psychological quality level of students, and explores the necessity of college ideological and political education in promoting the all-round development of higher education in China. Based on the comprehensive evaluation of teaching quality in colleges and universities carried out by a city in 2021, the research obtains the relevant evaluation information data of ideological and political education in colleges and universities from the evaluation report of colleges and universities, and analyzes the problems existing in the existing ideological and political education in colleges and universities from the perspectives of educational concept, publicity and popularization, intervention mechanism and resource allocation, on this basis, it explores the key role of ideological and political education in colleges and universities. The research uses Pearson correlation coefficient to analyze the correlation between ideological and political education in colleges and universities and the development of college students' mental health, deeply excavates the internal relationship between ideological and political education in colleges and universities and students' mental health, and discusses the necessity of ideological and political education in higher education.

Results: The statistical analysis results of the problems existing in the current mental health education in colleges and universities in the evaluation report are shown in Table 1.

Table 1. The statistical analysis results of the existing problems of mental health education in colleges and universities in the evaluation report

Survey object	Freshman	Sophomore	Junior	Senior
Educational philosophy	1	2	1	2
Publicity and popularization	1	1	1	1
Intervention mechanism	2	1	2	1
Resource allocation	1	1	1	2

Conclusions: Strengthening the development of college students' mental health in higher education can effectively enhance college students' psychological tolerance and pressure resistance, improve college students' mental health level, alleviate college students' psychological anxiety and depression, and reduce the probability of mental health problems in college students. And the development of mental health education has a direct impact on the improvement of college students' comprehensive quality and ability. College students' mental health education lays a solid psychological foundation for college students' professional knowledge and skill learning through the cultivation of college students' psychological quality and character and morality, which is conducive to the all-round and healthy development of college students.

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COPING STRATEGIES OF COMMUNITY ELDERLY CARE SERVICE SYSTEM FOR THE ELDERLY WITH MILD COGNITIVE IMPAIRMENT

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Background: With the aggravation of China's aging population, the domestic elderly population shows a stable growth trend. According to the statistical data released by the Ministry of civil affairs, by 2016, the number of elderly people over the age of 60 has exceeded 230 million, and the number of people over the age of 65 has exceeded 150 million. With the aging of population, the number of patients with some age-related diseases is also increasing, among which the problem of cognitive impairment is particularly prominent. Cognitive impairment is a kind of mental disease in which the brain cognitive level is in the transition state between normal aging and dementia. Patients often have symptoms such as the decline of advanced brain functions such as memory, emotion and logical analysis ability. Although this decline is not serious enough to affect their normal life in most cases, it will make some elderly people depressed confusion, depression and other bad emotions. Moreover, relevant studies show that the elderly living in community elderly care institutions have a higher degree of life pattern due to the lack of communication with their relatives, and the cognitive impairment of this group is more serious. At present, the mainstream solution to the problem of cognitive impairment of the elderly at home and abroad is drug intervention. However, the treatment cycle of drugs is generally longer, and the side effects and adverse reactions brought by drug treatment are significantly higher than those in the placebo group in relevant experiments. Therefore, in recent years, the research on the choice of non-drug treatment for cognitive impairment of the elderly in community elderly care institutions has gradually increased, but the specific combination of non-drug intervention can achieve more significant treatment effect has not been determined.

Objective: Aiming at the cognitive impairment of the elderly in community elderly care service institutions, this study collects, analyzes and arranges the information on the life and cognition of the elderly in many elderly care institutions, tries to find out the main factors leading to the cognitive impairment of the elderly, and puts forward non drug intervention methods with significant effect and feasibility, then the experimental method is used to verify the effectiveness and feasibility of the intervention, in order to provide some reference opinions and exploration routes for alleviating the cognitive impairment of China's elderly population and improving the means of living of the elderly in elderly care institutions.

Objects and methods: Seven professional pension institutions with different scales and management modes were randomly selected from multiple provinces and cities in China. After reaching research cooperation with the selected elderly care institutions, collect complete basic information, life state information and cognitive state information of the elderly from the institutions. Some of the features are

processed by feature extraction, feature digitization and normalization. The information style of the processed data set is shown in Table 1.

Table 1. Partial data display of elderly cognitive impairment data set in elderly care institutions after data cleaning and feature processing

Number	Feature name	Characteristic interpretation	Feature type
01	Age	In pension institutions, the age of the elderly is accurate to two decimal places	Continuous decimal
02	Gender	-	Integer of type 0 and 1
03	Life hobby	When there are multiple hobbies that the subjects most often develop and like, only the favorite one is selected	Continuous positive integer
04	Weekly exercise duration	It is calculated according to the situation of the latest quarter, and the unit is minutes	Continuous decimal
05	Average sleep time at night	The unit is hour	Continuous decimal

Then build a multiple regression model based on ridge regression algorithm, input the processed data set into the regression model (the label of the data set is the cognitive impairment level of the sample), and output the importance coefficient of each feature after manually adjusting the super parameters of the model to make the classification accuracy of the cognitive impairment level of the sample reach more than 80%. According to the value of each coefficient and the correlation between them, targeted non drug intervention measures were designed. 84 elderly people with mild cognitive impairment were selected from nursing institutions and asked to implement non drug intervention measures. After 3 months, they were interviewed to understand the treatment of cognitive impairment.

Results: The probability of cognitive impairment was 2.4% and 7.9% respectively between the elderly who needed to use a lot of brain function hobbies such as manual production, chess sports, video games and reading, who had the habit of going to bed early and getting up early and regular exercise, and who had frequent contact with their relatives and the elderly who did not have any of the above behaviors, and 69.9% lower than the latter. After the intervention, the number of elderly people with cognitive impairment decreased by 38.

Conclusions: Based on the results and data obtained from the research, the research team puts forward the following suggestions. It is suggested that the elderly should reasonably adjust their work and rest habits, appropriately increase their exercise time and contact frequency with their relatives. When conditions permit, pension institutions should also cooperate with the elderly to cultivate and carry out various interests and hobbies that help to promote brain activities, and take measures such as regular power failure organize regular social activities to support the elderly to develop more beneficial habits.

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RESEARCH ON ENTERPRISE INNOVATION MANAGEMENT MODE SELECTION AND INNOVATION PERFORMANCE FROM THE PERSPECTIVE OF COGNITIVE PSYCHOLOGY

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Background: Cognitive psychology is a branch of psychology rising in the middle of last century. The research objects of cognitive psychology in a broad sense are human perception, creativity, language, logical thinking, memory and other advanced psychological processes. Cognitive psychology emphasizes the influence of environment on human cognition and behavior, that is to say, without environmental

stimulation, human beings will not subconsciously connect themselves with the environment and think about various affairs and phenomena. At present, most Chinese enterprises are affected by the epidemic and the Sino US trade war, and the external business environment has deteriorated. Therefore, if enterprises want to maintain their own industry competitiveness and maintain or improve their business profits, they need to further innovate the long-term management and performance management model to stimulate employees to optimize their work processes and work quality, which requires managers to have a sufficient understanding of employees' cognition and psychological situation. For example, the cognitive model of some employees is very different from that of managers. They don't care much about the development and profitability of the company, but about the balance between work and life. Giving them higher overtime subsidies has little incentive effect, and rewarding their extra holidays can get twice the result with half the effort. It can be seen that the knowledge theory of cognitive psychology has certain reference and reference significance for enterprise innovation management and performance model. Therefore, this study focuses on exploring the use of cognitive psychology to innovate the enterprise management model and performance calculation model, in order to provide some useful suggestions for improving the business efficiency and anti-risk ability of Chinese enterprises.

Objective: To analyze the operation status and management mode of enterprises by using cognitive psychology, so as to put forward innovative and improvement suggestions on enterprise management mode and performance rules, and design and carry out examples to verify the effectiveness of these suggestions, so as to provide some useful ideas for the sustainable development of small and medium-sized enterprises in China under the complex economic environment.

Participants and methods: 16 enterprises that are willing to participate in the study and have little difference in scale of operation, industry distribution and number of employees were randomly selected from China. Then 224 employees willing to participate in the study were selected from these enterprises, and the employees were grouped according to their companies, including 110 in the psychological innovation group and 114 in the normal innovation group. First, make statistics on the work information of the two groups of employees to ensure that the data obtained from subsequent experiments are sufficiently comparable. If one or more items of work information are significantly different, the employees in the group should be adjusted or innovatively grouped until there is no significant difference between the two groups. Then, the management of the psychological innovation group is required to carry out the innovation of management mode and performance rules combined with cognitive psychology. The normal innovation group is required to innovate in the same field, but there are no requirements for its specific innovation direction and mode. The innovation and reform time is 6 months, and then the income of employees participating in the research before and after the reform is collected from the human resources department or senior executives of the companies of the two groups Work error rate, satisfaction with the company and other core indicators related to work.

Results: After the six-month innovation and reform experiment, the statistical data of various work-related indicators of the two groups of employees are shown in Table 1.

Table 1. Comparison of multiple work indicators of the two groups of employees before and after the test

Statistical time	Statistical indicators	Psychological innovation group	Normal innovation group	<i>t</i>	<i>P</i>
Before test	Job satisfaction	3.72±1.38	3.74±1.17	0.649	0.812
	Average monthly income	6442±3168	6529±3024	0.784	0.846
	Average work error rate (%)	3.57±1.30	3.55±1.28	0.116	0.908
After test	Job satisfaction	4.17±1.29	3.72±1.25	2.121	0.035
	Average monthly income	7406±1543	6820±2195	2.304	0.022
	Average work error rate (%)	2.70±0.96	3.24±0.84	4.485	0.000

Note that the job satisfaction in Table 1 is quantitatively evaluated according to the 5-point system, and the average monthly income and average job error rate are calculated according to the situation in the last two months. It can be seen from table 1 that before the reform test, the *p* value of *t*-test on the three indicators of the two groups of employees was much greater than the significance level, and the data difference was not statistically significant, that is, the data were comparable. After the experiment, the average job satisfaction, average monthly income and average job error rate of the psychological innovation group were 4.17, 7406 and 2.70 respectively, which were 12.10%, 8.59% and 16.67% higher than those of the normal innovation group. And the difference was statistically significant.

Conclusions: In order to explore the effect of the application of cognitive psychology in enterprise management mode and performance innovation, this study cooperates with many domestic enterprises to

carry out the reform experiment of management and performance mode combined with cognitive psychology. The test results show that there is no significant difference in the three work indicators before the test between the employees of the two groups with different reform methods. After the experiment, the job satisfaction and average monthly income of the employees in the psychological reform group have increased by 12.10% and 8.59% compared with the normal reform group, and the average job error rate has decreased by 16.67% compared with the latter. The test results show that when carrying out the innovation and reform of enterprise management mode and performance rules, the local fine-tuning of reform measures considering employees' cognitive psychology will help to improve the effectiveness of the reform, especially the work quality and income of employees.

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ANALYSIS ON THE EFFECT OF IDEOLOGICAL AND POLITICAL EDUCATION ON COLLEGE STUDENTS' EMPLOYMENT ANXIETY

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Background: Positive psychology is a discipline that tends to analyze the laws of human psychology and emotion from a positive perspective. It uses qualitative analysis and scientific quantitative methods to study the conditions for human beings to obtain and maintain happiness, which is of great significance to promote the quality of human life and improve social stability.

Since the reform and opening up, the demand of Chinese enterprises for talents has increased significantly, and the requirements for talent quality are also improving simultaneously, which is equivalent to putting forward higher employment requirements for Chinese college students. Therefore, in recent years, the employment anxiety of college students in China has become more and more serious. On the other hand, a large number of relevant research documents show that the ideological and political education received by college students during their studies can also alleviate employment anxiety to a certain extent. From a higher perspective, in fact, college ideological and political education can be regarded as a part of college students' employment guidance, which can help college students establish a more scientific and stronger outlook on life during their study and job search values, dispel the depression, disappointment, anxiety, depression and other negative emotions caused by poor employment and poor job search, and even inspire students to design more reasonable and effective job search and interview methods. However, at present, the content of Ideological and political education in colleges and universities in China focuses too much on improving students' political literacy and guiding students to cultivate healthy living habits. There are too few adjustment contents related to employment guidance and bad psychology in employment, and insufficient consideration is given to students' own bad psychological conditions, so it is unable to provide more valuable job-hunting strategies and psychological counseling services for each student. Therefore, the current ideological and political curriculum of higher education in China should integrate the theoretical methods of positive psychology to assist schools to solve many employment problems including employment anxiety.

Objective: By analyzing the current employment situation of college students in China, this study summarizes the reasons for college students' employment anxiety, and puts forward a number of feasible treatment measures. Then a comparative experiment is constructed to verify the application effect of the proposed strategy, so as to provide some new ideas for solving the employment problem of college students and improving the employment quality of college students in China.

Participants and methods: Five colleges and universities with similar teaching and scientific research levels were selected from China to cooperate with them. First, 236 fourth graders with various degrees of employment anxiety were selected from the full-time college students who will receive ideological and political education in these schools, and they were evenly divided into experimental group and control group, and then they were given ideological and political education, In the ideological and political education of the experimental group, teachers should be required to take targeted teaching according to students' psychological status and employment anxiety, and appropriately increase the positive psychological content in their teaching content, especially the methods used to adjust their own bad psychological emotions. The control group only received the traditional ideological and political education. Three months after graduation, the return visit data of the school on the employment situation of these students participating in the experiment were collected from the graduating university, and analyzed and

counted. Explore the role of Ideological and political education curriculum combined with positive psychology in regulating students' employment anxiety. In addition, the significance level of difference significance test in the study is 0.05.

Results: Digitize the degree of employment anxiety of students. 1, 2, 3, 4 and 5 represent no anxiety, slight anxiety, medium anxiety, obvious anxiety and serious anxiety respectively. Then count and analyze the employment data of students participating in the experiment after graduation, and get Table 1.

Table 1. Comparison of employment data of students after completing ideological and political education

Comparison items	Experimental group (n=118)	Control group (n=118)	Mean change rate (based on the control group) (%)	P
The value of employment anxiety before graduation after the experiment	2.68±0.52	3.74±0.49	-28.34	0.008
Employment anxiety after graduation	2.88±0.43	4.05±0.44	-28.89	0.007
Employment anxiety after work	1.32±0.51	2.63±0.47	-49.81	0.001

As shown in Table 1, in the comparison of previous employment anxiety data after the completion of ideological and political teaching experiment, the quantitative mean value of anxiety level of the experimental group is lower than that of the control group. Specifically, the quantitative mean value of employment anxiety of the experimental group before graduation, after graduation and after employment are 2.68, 2.88 and 1.32 respectively, which are 28.34%, 28.89% and 49.81% lower than that of the control respectively, And the *p* value of anxiety score *t* test at each time was less than the significance level of 0.05.

Conclusions: In order to verify the effect of integrating positive psychology into Ideological and political education in colleges and universities to carry out targeted ideological and political education for students, such as teaching students how to use the methods of positive psychology to eliminate the negative emotions caused by employment anxiety, changing job search ideas, coping with common problems in interview, expanding job search channels, etc., on regulating students' employment anxiety, a comparative teaching experiment is designed in the experiment. The experimental results show that the average score of employment anxiety severity of the students in the experimental group who combine positive psychology teaching with ideological and political teaching is significantly lower than that of the control group before graduation, after graduation and after work. The experimental results show that integrating positive psychology into Ideological and political education in colleges and universities and carrying out a variety of personalized employment guidance work will help to improve students' employment anxiety.

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IMPACT OF CONSUMER COGNITIVE IMPAIRMENT ON THE DEVELOPMENT OF RURAL TOURISM

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Background: Cognitive impairment is a pathological process in which higher brain functions such as language, thinking, logic and memory are abnormal. Cognition is the main function of human cortical structure, so all the factors that can cause the abnormality of cortical function and structure may lead to cognitive impairment. In the business field, the consumption habits of consumers with cognitive impairment will also be different from those of normal consumers. If such groups are large, it will have a significant impact on the suppliers of goods or services.

In recent years, with the promotion of China's rural revitalization strategy, the rural tourism industry has shown a vigorous development trend, which not only reduces the development gap between urban and rural areas to a great extent, but also provides favorable conditions for dealing with the problems of "agriculture, rural areas and farmers". However, in the development of rural tourism, there are also some thorny problems, among which the damage and excessive consumption of local tourism resources and environment caused by consumers with cognitive impairment are some of the problems of high concern. Consumers with cognitive impairment may have a wrong understanding of the boundary between individual and collective rights and obligations, or even lack of relevant knowledge, resulting in various conflicts with local residents,

merchants and other tourists in the process of playing in rural tourist attractions, and are more likely to make behaviors that will damage the scenic spot environment. Therefore, it is necessary to explore the impact of consumers with cognitive impairment on the development of rural tourism in order to formulate effective prevention and response measures.

Objective: Consumers with cognitive impairment will bring higher public security costs and management costs to rural tourism due to their cognitive problems. In order to explore a more suitable rural tourism management model to deal with consumers with cognitive impairment, this study puts forward constructive countermeasures based on the analysis of the current behavior status of consumers with cognitive impairment in rural tourism, and select the appropriate research object to carry out experiments to verify the application value of the strategy, so as to provide some references for the formulation of follow-up policies and regulations in our country.

Objects and methods: Firstly, by searching the academic literature on tourism management and cognitive impairment, and asking relevant experts, this paper summarizes the rural tourism management countermeasures for consumers with cognitive impairment. Then randomly select a representative rural tourism destination in terms of residents' income level, residents' education level, transportation convenience and tourism value level from China, cooperate with the local government department in charge of tourism and development management, and carry out cognitive impairment discipline theory the training of communication skills of patients with cognitive impairment and the handling of emergencies caused by patients with cognitive impairment lasts for one month. After another three months, the statistics of the public security cost, environmental governance cost, number of illegal cases and residents' satisfaction of the tourist destination in this March and the same period last year are made.

Results: After the social experiment, the required data obtained from the experiment were collected from the local government, sorted and entered into the computer, and Amos 23.0 software, and Table 1 is obtained.

Table 1. Statistical results of management data of selected rural tourism destinations before and after the experiment

Statistical time	Total cost of public security (ten thousand yuan)	Total cost of environmental management (ten thousand yuan)	Total number of illegal cases	Resident satisfaction
Within three months after the experiment	69.2	95.4	7	3.68
Same period before experiment	82.6	113.7	12	3.04

Note that the residents' satisfaction in Table 1 is quantified by a five-level scoring system of 1-5, in which 1 represents dissatisfaction, 2 represents relative dissatisfaction, 3 represents neutral, 4 represents relative satisfaction and 5 represents satisfaction. According to Table 1, after the training, the total cost of public security, the total cost of environmental management, the number of illegal cases and residents' satisfaction in the tourist area were 692000, 954000, 7 and 3.68 respectively, which were -16.2%, -16.1%, -41.67% and 21.1% higher than those before the experiment.

Conclusions: With the implementation of China's rural revitalization strategy, there are more and more rural tourism scenic spots in China, but consumers with cognitive impairment have brought obstacles to the development of rural tourism. Therefore, on the basis of collecting relevant information and summarizing countermeasures, this study designs an experiment to verify the effect of these strategies. The experimental results show that after the targeted training for the residents and merchants in the selected experimental area, the total cost of public security, the total cost of environmental management and the total number of illegal cases in the area have decreased by -16.2%, -16.1%, -41.67%, and the residents' satisfaction has increased by 21.1%. This is because after the training, local residents can better understand the psychological situation of people with cognitive impairment, and can take a more effective and gentle way to deal with the events and riots caused by people with cognitive impairment. The results show that targeted training for local residents can help reduce the additional burden of consumer cognitive impairment on rural tourism.

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THEORETICAL ANALYSIS AND SKILL EXPLORATION OF COLLEGE ENGLISH TRANSLATION TEACHING UNDER COGNITIVE IMPAIRMENT

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Background: The main reason for cognitive impairment is that patients with cognitive impairment in some aspects, such as cognitive impairment and logical impairment of brain function, are often accompanied by cognitive impairment in other aspects. Because cognitive impairment will have a great impact on patients' ability to understand the world and surrounding environment, it does great harm in the field of education. Among the people who accept college English translation teaching in China, some students suffer from varying degrees of cognitive impairment due to family inheritance, childhood experience, family education and other factors. Teaching them qualified English translation knowledge is a great challenge for college English translation teachers in China. It is difficult to solve the problem of college English translation teaching for college students with cognitive impairment only by the efforts of teachers. It needs the cooperation of the government, society, colleges and universities, teachers and students. This study is set up to solve the English translation learning problems of college students with cognitive impairment.

Objective: The purpose of this study is to explore the performance and knowledge absorption of college students with cognitive impairment in college English translation teaching, so as to put forward some feasible coping strategies according to the learning status of this group, and verify the real effect of these strategies in the actual teaching process, so as to improve the English translation ability of Chinese college students, Provide some methods and references to alleviate the negative effects of cognitive impairment.

Objects and methods: Firstly, find the books and documents in the fields of pedagogy, college English teaching and cognitive impairment, and sort out the countermeasures that may help to improve the negative impact of college students' cognitive impairment on English translation learning. Then, an English translation teaching experiment based on semi-structured interview and indirect data collection method is designed to verify whether the strategy is helpful to improve college students' English translation ability. A representative foreign studies university was selected from China, and 200 students with varying degrees of cognitive impairment who agreed to participate in the experiment were randomly selected from the group of full-time English majors. The research objects are randomly divided into experimental groups and control groups, with 100 students in each group. The basic information related to the experiment is counted for the two groups of students, and the statistical results are verified for the significance of the difference. If the verification is passed, the follow-up experiment is carried out, otherwise, it needs to be regrouped. If the data differences between the groups after multiple regrouping cannot meet the requirements, you need to reselect the research object. Then start the college English translation teaching experiment. Both groups of students receive the same college English translation teaching at the same time. For the purpose of controlling irrelevant variables and increasing the comparability of experimental data, the teachers of the two groups of students need to ensure that they are the same person. At the same time, in the teaching process of the experimental group, teachers are required to combine the specific manifestations of cognitive impairment of each student, provide them with targeted pre-class guidance and post-class Q&A. A service, avoid criticizing students as much as possible and encourage their progress. The teaching experiment lasted for one semester. After the experiment, the teachers collected the data of each student's English translation ability before and after the experiment (which can be obtained from the test scores) and conducted semi-structured interviews with the students in the experimental group to understand their views on the experimental intervention.

Results: After completing the teaching experiment, collect the experimental data and get Table 1.

Table 1. Average scores of English translation ability of the two groups of college students before and after the experiment

Inspection time	Group	Translation speed	Translation accuracy	Text fluency
Before experiment	Experience group	-1.25	0.17	0.03
	Control group	-1.24	0.18	0.03
After the experiment	Experience group	0.84	1.30	0.62
	Control group	0.23	0.51	0.25

It should be explained that all English translation abilities listed in Table 1 are evaluated according to the five scores, -2 represents “poor”, 1 represents “relatively poor”, 0 represents “normal”, 1 represents “relatively good” and 2 represents “good”. According to Table 1, before the experiment, the scores of English translation ability of the two groups were poor, and the data difference between the two groups was small. After the experiment, the average scores of translation speed, translation accuracy and text fluency of the experimental group and the control group were 0.84, 1.30, 0.62 and 0.23, 0.51 and 0.25 respectively. The former was significantly higher than the latter.

Conclusions: Aiming at the problem that cognitive impairment will hinder college students’ English translation learning, this paper studies and analyzes the current situation and main symptoms of cognitive impairment of English majors, puts forward a number of coping strategies, and then designs a set of teaching experimental plan. The experimental results show that, the average scores of students in the experimental group in terms of translation speed, translation accuracy and text fluency after the experiment were significantly higher than those in the control group. The main reason for this result is that the teachers in the experimental group took into account the specific performance and severity of students’ cognitive impairment in the teaching process, repeated and increasingly difficult teaching is carried out for the parts where students’ knowledge is weak, which significantly improves the efficiency of students’ knowledge absorption. This study shows that teachers’ consideration of students’ cognitive impairment in college English translation teaching is helpful to improve the learning effect of such students.

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REFORM AND PRACTICE OF PHYSICAL EDUCATION IN COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology is an interdisciplinary subject that applies psychological theories and methods to the field of human education. Its research focus is to improve courses and teaching methods, stimulate students’ learning enthusiasm and help students face various challenges and difficulties in the process of growth. At present, there are some universal problems in college physical education in China. For example, the teaching prevention in physical education classroom is mainly based on teachers’ demonstration and explanation, and students passively accept the teaching content. The syllabus and teaching plan of physical education is inconsistent with the law of students’ physical and mental development. Some teaching contents are too difficult for students to learn, which will attack students’ learning enthusiasm. Most colleges and universities have fewer physical education teachers than the course teaching content. Some physical education teachers need one person to teach multiple sports. The reason is related to the limited investment resources and insufficient attention of colleges and universities, but the most important reason is that the teaching concept of school leaders and physical education teachers needs to be changed, and more educational psychology methods need to be integrated into the teaching process, so as to fully mobilize students’ learning enthusiasm and let students know the purpose and significance of learning these sports. However, there are few research projects that put forward reform suggestions on college physical education from the perspective of educational psychology, so the research focuses on this, hoping to provide some new ideas for improving the quality of physical education in China’s higher education system.

The purpose of applying the theories and methods of physical education to the study of physical education in colleges and universities in China is to improve the enthusiasm and initiative of physical education.

Objects and methods: Firstly, through communicating with physical education experts at home and abroad and consulting the classic works of physical education and educational psychology in colleges and universities, this paper puts forward some constructive suggestions to improve the current situation of physical education in colleges and universities and improve the overall physical quality and physical ability of college students in China. Then, the Delphi method is used to select 20 front-line high-quality teachers and experts in the field of college physical education from China, send the suggestions to them, let them evaluate these methods, and then adjust the suggestions according to the evaluation results, so as to obtain the opinions of college physical education reform with considerable trial value recognized by industry experts and scholars.

Results: The college physical education reform suggestions adjusted considering the results of the first

expert feedback were sent to the expert group and the physical education teacher group again, and they were asked to evaluate the impact of various opinions on students in all aspects which is shown in Table 1.

Table 1. Comments of experts and scholars on the adjusted opinions

Opinion	Enthusiasm	Learning speed	Learning difficulty	Physical quality	Habit cultivation
Teachers should actively guide and encourage students	4.53	4.27	3.01	2.86	3.67
Dynamic adjustment of physical education syllabus according to students' ability	2.30	3.48	4.85	1.33	3.51
Adjust the teaching staff according to the teaching content	2.43	3.24	2.86	4.04	1.39
Diversification of physical education curriculum content	3.95	3.40	2.72	1.93	3.25
The interesting physical education teaching process	4.28	4.69	3.74	2.68	4.17

It should be explained that the impact level is numerically calculated according to the rule that 1 is no impact, 2 is slight impact, 3 is medium impact, 4 is significant impact and 5 is full impact. It can be seen from Table 1 that the interviewed experts and PE teachers believe that the adjusted reform suggestions have different effects on students. Specifically, they believe that the three opinions of “teachers should actively guide and encourage students”, “diversification of physical education curriculum content” and “interesting teaching process” have a more consistent impact on students, which will have a higher than significant impact on students' enthusiasm and learning speed, followed by the impact on habit cultivation. The opinion of “adjusting the teaching staff according to the teaching content” has the greatest impact on students' physical quality. “Dynamic adjustment of physical education syllabus according to students' ability” has the greatest impact on students' learning difficulty.

Conclusions: In order to deal with various problems existing in physical education in colleges and universities in China, this study attempts to apply the principles and methods of teaching psychology to physical education in colleges and universities. Firstly, based on the analysis of a large number of relevant documents, the original suggestions are obtained, and then a group of domestic experts and front-line teachers in the field of physical education are selected by Delphi method, ask them to give feedback on these opinions and seek feedback again after adjustment. Finally, according to the statistics, experts and teachers believe that “teachers should actively guide and encourage students”, “dynamically adjust the physical education syllabus according to students' ability”, “adjust the teaching staff according to the teaching content”, “diversify the physical education curriculum content” and “make the physical education teaching process interesting” are the opinions that have the greatest comprehensive impact on the college students. Specifically, these opinions are put forward from the perspective of schools, teachers, or students, taking into account the educational psychology and objective educational conditions of students. Delphi survey results show that experts believe that integrating the methods and principles of educational psychology into college physical education can improve the quality of college physical education and improve students' physical education level.

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THE INFLUENCE OF FARMERS WITH COGNITIVE IMPAIRMENT ON E-COMMERCE SUPPORTING AGRICULTURE AND ITS COUNTERMEASURES

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Background: Cognitive impairment is a mental and psychological disease caused by abnormal function of human cerebral cortex. Its clinical manifestations are mainly perceptual impairment, memory impairment and thinking impairment. There are many causes of abnormal cerebral cortex function, such as depression, Alzheimer's disease, manic disorder and so on. In some rural areas of China with low overall education and poor health habits, the factors that may lead to cognitive impairment appear more frequently, so there are more patients with cognitive impairment in rural areas of China, which brings additional difficulties to the

development of various rural revitalization and rural poverty alleviation. Especially for the e-commerce poverty alleviation and agricultural support work that requires the operator to have a high cognitive level, if the operator suffers from a certain degree of cognitive impairment, it will greatly affect the processing, storage, packaging, transportation of sales products and online communication with consumers. Therefore, in order to promote the rapid development of rural e-commerce, promote the structural reform of rural agricultural supply side, increase the family disposable income of poor farmers, and solve the cognitive impairment of some farmers, it is quite necessary and urgent.

Objective: To find the countermeasures to solve or alleviate the cognitive barriers of some farmers in China, so as to help their rural e-commerce business further develop, so as to promote the income generation and poverty alleviation of local residents, and provide more positive ideas for improving the working methods of e-commerce industry in the countryside.

Objects and methods: Collect the historical data and cognitive impairment academic research materials of e-commerce supporting agriculture in China, sort them out and analyze them, and theoretically summarize the effective methods to help farmers with cognitive impairment develop e-commerce business. Then, an empirical analysis experiment was conceived, in which 20 unrelated independent farmers with different degrees of cognitive impairment symptoms were selected as the research object. These farmers were randomly divided into experimental group and control group, with 10 farmers in each group. Firstly, the basic information statistics of the two groups of farmers including the severity level of cognitive impairment, gender, age and other characteristics were carried out. After confirming that there is no significant difference in the basic information, the farmers in the experimental group will receive special training on cognitive impairment and knowledge and skills related to the e-commerce business. The main contents of the training are as follows. The first point is to introduce the definition, etiology, treatment methods and precautions in the daily life of cognitive impairment. Secondly, teach the impact, harm and effective coping methods of cognitive impairment on various key matters in poverty alleviation e-commerce work (such as the workflow of agricultural product planting, transportation, storage, processing, packaging and so on). The control group received only ordinary e-commerce agricultural skills training. The training time of the experimental group and the control group is 3 months, and the poverty alleviation department of the local government is requested to provide the data of the average online sales of the last month, the average online monthly sales profit and life satisfaction of the research object within half a year before participating in the experiment and half a year after the completion of the training.

Results: After the experiment, the relevant data of the research object provided by the poverty alleviation department of the local government were sorted into a standard form that is easy to calculate, and SPSS21.0 was used and Python 2.0 programming language for statistical analysis. In terms of result presentation, the measurement data needs to be expressed in the form of mean combined with standard deviation, and t-test needs to be carried out. In addition, the difference significance level index is set to 0.05. The e-commerce performance and other data of the two groups of farmers before and after the training are counted, as shown in Table 1.

Table 1. Statistical results of e-commerce performance and life satisfaction of two groups of farmers before and after training

Statistical time	Statistical indicators	Experience group	Control group	<i>t</i>	<i>P</i>
Before training	Average monthly sales of online stores	27562±5120	27611±5489	0.069	0.945
	Average monthly sales profit of online store	3562±533	3541±469	0.313	0.75
	Life satisfaction	2.69±0.16	2.70±0.12	0.530	0.596
After training	Average monthly sales of online stores	32915±4226	29644±3792	6.102	0.000
	Average monthly sales profit of online store	4685±617	3920±423	10.856	0.000
	Life satisfaction	3.92±0.18	3.15±0.21	29.417	0.000

The indicators of life satisfaction in Table 1 are quantified according to the five-level scoring system. The specific rules are: 1 represents dissatisfaction, 2 represents relative dissatisfaction, 3 represents neutrality, 4 represents relative satisfaction and 5 represents satisfaction. It can be seen from Table 1 that the *P* value of the *t*-test of each comparative data of the two groups before training is greater than the significance level of 0.05, and it is considered that the data difference is not significant. After the training, the data of each statistical index in the experimental group were better than that in the control group, and the difference was statistically significant.

Conclusions: In view of the problem that farmers with cognitive impairment cannot adapt to the business model of the e-commerce industry in the process of supporting the development of agricultural e-commerce in some areas of China, this study randomly selects some farmers with cognitive impairment from a rural e-commerce industry in China for a group experiment. The experimental results show that the average monthly sales and online monthly sales profit of the experimental group receiving the coping strategies training for cognitive impairment diseases increased by 11.03% and 19.52% respectively compared with the control group, and the satisfaction of the former is also significantly higher than that of the control group. The experimental results show that training farmers with cognitive impairment on the coping methods of diseases in the process of e-commerce operation are helpful to improve farmers' e-commerce income and life satisfaction.

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STRATEGY OF COLLABORATIVE EDUCATION IN COLLEGE PHYSICAL EDUCATION AND ITS INFLUENCE ON COLLEGE STUDENTS' PSYCHOLOGICAL ANXIETY

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Background: As China's higher education system pays more and more attention to quality education, it is gradually of value and necessity to flexibly integrate the content of mental health education in college physical education. Because at present, most colleges and universities in China have not specially set up mental health education courses. Integrating these contents into physical education teaching will not occupy too much existing teaching time. Moreover, allowing students to learn mental health knowledge in the process of sports can promote students' physical and psychological development towards a healthier direction at the same time, and can also alleviate to a certain extent, even completely solve the anxiety of some students due to their poor study, employment and life. The research results of some scholars show that integrating mental health education into college physical education can protect students' mental health, promote students to form good quality and living habits, and improve students' self-confidence and comprehensive ability. At present, there are three specific ways to combine college physical education with mental health education: improving the mental health education ability of physical education teachers, requiring schools and teaching teachers to improve their attention and material investment to students' mental health, and reforming the teaching methods of college physical education. This study will specifically analyze the effects of these strategies on students' psychological anxiety.

Objective: To design a machine learning model and analyze the impact of various mental health education methods on students' psychological anxiety after they are integrated into college physical education. So as to provide some ideas and examples for other scholars to conceive the collaborative education strategy of college physical education and mental health education in the future.

Objects and methods: A machine learning model based on GBDT (Gradient Boosting Decision Tree) algorithm was constructed to predict the psychological anxiety of students under the combination of physical education and mental health education in different colleges and universities. The data of the experiment comes from a third-party data dealer. The content of the data set is the learning psychological anxiety scores obtained from the combination of various psychological safety education measures to the college physical education teaching of students with no significant difference in psychological anxiety groups. Here, the psychological anxiety score after taking measures is the label of the data set. Before model training and prediction, single-factor analysis is carried out for each strategy. After the model is optimized 15 times, the historical optimal prediction results are obtained, and the importance coefficients (i.e., regression coefficients) of each input feature of the model (i.e., the collaborative education strategy adopted) are counted, so as to find a better psychological health collaborative education strategy integrated into college physical education. In addition, the anxiety score data were measured by the Self-rating Anxiety Scale (SAS).

Results: The statistical results of the corresponding input feature importance of the model with the best prediction effect in the limited parameter adjustment scheme are obtained, as shown in Table 1.

Table 1. Statistical results of input characteristic importance coefficient

Number	Input strategy	Whether to adopt	Regression coefficient <i>B</i>	Standard deviation <i>SD</i>	<i>P</i>	OR	95%CI
1	Improve the mental health education ability of physical education teachers	Yes	-1.864	0.462	0.014	0.524	0.095-1.205
		No	-	-	0.009	-	-
2	Schools and teachers are required to pay more attention and material investment	Yes	-1.387	0.692	0.007	0.715	0.124-2.461
		No	-	-	0.018	-	-
3	Reform the teaching methods of physical education in colleges and universities	Yes	-0.527	0.614	0.024	0.152	0.028-1.529
		No	-	-	0.013	-	-

In the machine learning regression model with reasonable processing of original data, the regression coefficient can also be understood as the importance coefficient of each feature to improve the accuracy of model prediction results. It can be seen from Table 1 that strategies 1, 2 and 3 are protective factors to regulate college students' psychological anxiety, and the absolute value of the importance coefficient of strategy 1 is the largest, followed by strategy 2, which shows that the two methods of improving physical education teachers' mental health education ability and requiring schools and teachers to increase attention and material investment have the best effect on Improving college students' psychological anxiety.

Conclusions: Due to the increasing pressure of employment competition and academic difficulty, the psychological anxiety of college students in large countries has become more and more serious in recent years. In college physical education, the teaching mode of integrating mental health education and collaborative education can alleviate college students' psychological anxiety without significantly changing college education planning. In order to verify the role of various sports and mental health collaborative education strategies proposed in this study, a machine learning regression model based on the GBDT algorithm is constructed, and the relevant data purchased from third-party data trading institutions are input for training. The model training results show that the three methods of "improving the mental health education ability of physical education teachers", "requiring schools and teachers to improve their attention and material investment" and "reforming the teaching methods of college physical education" all help to improve college students' psychological anxiety, and the effect of the first strategy is the best.

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MATHEMATICS TEACHERS' VIEWS ON MATHEMATICS AND MATHEMATICS EDUCATION FROM THE PERSPECTIVE OF PSYCHOLOGY

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Background: Educational psychology is a compound discipline that applies traditional psychological theories and methods to human education. Its research focus is to optimize courses and teaching methods to stimulate students' learning enthusiasm and help students face various challenges and difficulties in the process of growth. However, educational psychology does not only use traditional psychological methods and theories to explain the psychological phenomena in education, nor does it study the psychological activities of the educated party and the professor in the process of education as general psychological activities, but to explore the exchange process of students' internal and external information and the law of psychological changes caused by it in the teaching environment.

The view of mathematics can be simply regarded as the sum of mathematics teachers' attitudes, views and views on the mathematics subjects taught. The view of mathematics education can be understood as the views and opinions of teachers in mathematics teaching activities. The connotation of mathematics view and mathematics education view overlap, but they are not the same. The former has a larger scope, and the latter is only limited to mathematics education. Mathematics teachers' views on mathematics and

mathematics education will directly affect teachers' teaching behavior. For most students, mathematics is a subject with great difficulty in learning. Therefore, mathematics teachers should master a certain degree of educational psychology knowledge, so that they can be more acutely aware of students' psychological state and learning status in the teaching process, so as to adjust teaching contents and teaching methods, and eliminate students' anxiety, depression and anxiety caused by difficult understanding in time negative emotions such as fear.

Objective: After studying the mathematics education literature and educational psychology data in universities and middle schools at home and abroad in recent 5 years, a comparative teaching experiment was designed and implemented to verify whether adjusting teachers' views on mathematics and mathematics education from the perspective of students' psychology can help improve students' mathematics learning ability and learning effect. Therefore, it provides some suggestions supported by empirical materials to promote the reform of mathematics teaching in compulsory education and higher education in China.

Objects and methods: A representative university was selected from China, and then 82 non mathematics majors were randomly selected as the research objects. Before the experiment, the research objects were evenly divided into experimental group and control group, with 41 students in each group. The basic information statistics related to the experiment were carried out for the students after the grouping. Note that the measurement data in the study are displayed in the form of mean \pm standard deviation, and *t*-test is performed. The counting data is described in the form of number of cases or percentage, and chi square test is used. The significance level of difference is 0.05. After the beginning of the experiment, mathematics teaching with the same knowledge content was carried out for both groups of students, and the teaching methods, teaching environment and teaching time were adjusted to the same degree. Before teaching the experimental group, teachers need to carry out special training on psychological knowledge, and then require teachers to use educational psychology methods to think and analyze students' psychological situation as much as possible when teaching the students of the experimental group, and adjust the teaching content and teaching methods in real time according to their psychological situation. Students are required to take a math test before and after the experiment, and collect a variety of math ability data of each student from teachers (judged by teachers according to students' test results).

Results: The scores of multiple mathematical abilities of students in the two groups before and after the teaching experiment are counted, as shown in Table 1.

Table 1. Scores of various mathematical abilities of the subjects before and after the experiment

Test time	Group	Logical thinking ability	Computing power
Before experiment	Experience group	3.42 \pm 0.32	3.72 \pm 0.24
	Control group	3.41 \pm 0.28	3.72 \pm 0.22
	<i>P</i> value	0.804	1.001
After the experiment	Experience group	3.86 \pm 0.18*	3.74 \pm 0.13
	Control group	3.42 \pm 0.31	3.73 \pm 0.25
	<i>P</i> value	0.000	0.709

Note: * in Table 1 represents the data difference of corresponding statistical items before and after a group of experiments, which is statistically significant.

Each mathematical ability is quantified by five points, i.e., integer 1, 2, 5. They represent poor, relatively poor, normal, relatively good and good respectively. It can be seen from Table 1 that before the experiment, there was no significant difference in each mathematical ability between the two groups, but after the experiment, the logical thinking ability of the experimental group was significantly different from that of the control group, but the calculation ability of the experimental group was not significantly different from that of the control group and the experimental group before the experiment.

Conclusions: In order to improve the efficiency and quality of mathematics education in China's education system, this study attempts to explore the application of psychological theories and methods to mathematics classroom teaching, and designs a comparative teaching experiment. The experimental results show that teachers are required to analyze their own psychological state and learning state from the perspective of students as much as possible in the process of teaching the experimental group, so as to adjust the teaching methods and contents. The average score of logical thinking ability of students in the experimental group after the experiment is significantly higher than that of the control group and the experimental group before the experiment. The experimental results show that the conjecture put forward in the study "from the psychological point of view of students' education, adjusting the mathematics view and mathematics education view of mathematics teachers will help to improve students' mathematics

learning ability and mathematics knowledge learning effect”, which is generally correct.

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MITIGATION STRATEGIES OF EMPLOYMENT ANXIETY OF LOGISTICS PROFESSIONALS UNDER THE BACKGROUND OF DOUBLE HIGH CONSTRUCTION

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Background: Anxiety disorder, also known as anxiety neurosis, is a common disease in neurosis. It can be generally divided into two types: chronic anxiety (also known as generalized anxiety) and acute anxiety (also known as panic attack). The main clinical manifestations of chronic anxiety disorder are emotional symptoms, autonomic nerve symptoms and motor anxiety. The main clinical manifestations of acute anxiety are feeling of dying, feeling out of control, chest tightness, palpitation, shaking of the whole body and so on. There are two mainstream treatment methods for anxiety disorder: drug treatment and non-drug treatment. The former generally uses diazepam drugs and antidepressants, which have quick effect but short duration, and do not cure the symptoms. The latter refers to the use of professional psychotherapy to change patients' cognitive habits and thinking habits, so as to achieve a radical effect, which is also a more commonly used treatment method.

In recent years, with the substantial increase of competitive pressure in China's logistics industry, the profit space of small and medium-sized enterprises in the industry has been reduced, resulting in the employment pressure of talents in the logistics industry. In this context, students majoring in logistics in higher vocational colleges will inevitably worry about their “unemployment upon graduation”, resulting in employment anxiety and even anxiety disorder. At the same time, after the State Council issued the implementation plan of national vocational education reform in 2019, the “double high construction” requiring higher vocational colleges to build high-level professional courses has gradually become the key goal to lead the construction and development of higher vocational colleges. If higher vocational colleges reasonably integrate industrial development and industrial talent demand in the process of building high-quality logistics specialty, it will significantly improve the employment competitiveness of logistics professionals and their attraction to recruitment units, so as to alleviate the employment anxiety of logistics professionals.

Objective: To put forward the methods of optimizing the training of talents in logistics majors combined with the actual employment needs of logistics professionals and the connotation of “double high plan”, and design experiments to verify whether these methods can effectively improve the employment situation of logistics professionals and alleviate students' employment anxiety.

Objects and methods: A representative higher vocational college is selected from China. 206 students majoring in logistics who are about to graduate from the school are randomly selected as the research objects. The research objects are evenly divided into reform group and normal group. First, the baseline information statistics of the two groups of students are carried out, and then the significance of the difference of basic information between the two groups of students is tested. Then conduct a comparative teaching experiment. The teaching courses are the same professional courses in the current syllabus, but the teaching materials of the reform group are jointly prepared by backbone teachers and experts in the industry. The teaching teachers belong to the type with rich enterprise work experience. Before teaching, teachers should analyze the current situation of the industry and the recruitment psychology of enterprise personnel in detail. And the skills and knowledge skills that will help students find jobs are interspersed into the teaching process. In the process of teaching, teachers should pay attention to students' psychological status and answer the problems that will cause students' employment anxiety in time. In addition, before and after the experiment, a questionnaire survey should be conducted for all students. The survey content is the test questions designed by the research team about the employment anxiety of logistics students.

Results: After the experiment, the collected data were screened, and then the effective data were entered into the computer, and SPSS22.0 statistical data, the measurement data is displayed in the form of mean \pm standard deviation, and *t*-test is carried out. The counting data is displayed in the form of number or proportion of number, and chi square test is carried out. The difference significance level index is determined as 0.05, and Table 1 is obtained.

Table 1. Comparison of employment anxiety levels between the two groups of students before and after the experiment

Investigation time	Group	Very anxious (%)	Relative anxiety (%)	Neutral (%)	Relatively no anxiety (%)	No anxiety (%)
Before teaching	Reform group	27.6	42.5	21.0	6.3	2.6
	Normal group	26.8	38.6	23.6	7.1	3.9
After teaching	Reform group**	3.5	16.2	29.3	35.4	15.6
	Normal group*	21.0	34.2	24.5	14.1	6.2

Note: ** means that the *P* value of the significance test of the difference between this group of data and the data of other groups and other times at the same time is less than the significance level, * means that the *P* value of the *t* test of this group of data and the data of the same group at other times is less than the significance level.

By analyzing the data in Table 1, it can be seen that the data distribution of students' anxiety level in the reform group after teaching is significantly better than that in the normal group and the reform group before teaching, and the data difference is statistically significant.

Conclusions: In view of the employment anxiety of domestic logistics professionals, this study puts forward a series of strategies to improve the professional ability and employment competitiveness of logistics professionals under the background of higher vocational colleges responding to the national "double high construction", and designs a teaching experiment to verify the real application effect of these strategies. The experimental results show that in the teaching mode and teaching environment adjusted according to these strategies, the employment anxiety level of the reform group receiving professional course teaching has been significantly improved, whether compared with the normal group after the experiment or the reform group before the experiment. The experimental results show that adjusting and optimizing the training scheme of logistics professionals according to the idea and standard of "double high construction" can effectively alleviate the employment anxiety of logistics professionals.

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THE INFLUENCE OF COLLEGE EDUCATION AND TEACHING REFORM ON COLLEGE STUDENTS' IDEOLOGY FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology is a branch of social psychology, and it is closely related to general psychology and pedagogy. Its main research object is the learning and educational psychology of students and the teaching psychology of educators in the environment of receiving education. By studying the psychology of students and educators, the application of educational psychology can achieve many purposes, such as improving teaching methods, stimulating students' learning motivation, assisting students to face difficulties in the learning process and so on. Because educational psychology helps to improve teaching methods, teachers and scholars often apply it to the teaching of subjects with high teaching or learning difficulties. The object of this research, that is, college students' ideological education, belongs to this type. Ideology refers to the social consciousness of an individual or organization that reflects a certain social class relationship and economic relationship. Ideology is mainly composed of morality, art, religion, philosophy and so on. Ideology can be classified into nonmainstream ideology and mainstream ideology. The ideology recognized by the vast majority of individuals in an economy is the mainstream ideology. The mainstream ideology can be guided by media, public opinion, culture and institutional means. For college students, because their mental intelligence is not yet mature, they are more vulnerable to the influence of bad social atmosphere and foreign media. Therefore, under the background of the current education reform in colleges and universities, it is necessary to use the powerful tool of educational psychology to optimize the ideological education methods of college students.

Objective: After collecting and analyzing the books and papers in the field of college students' ideology and educational psychology, summarize the strategies of using educational psychology to improve college students' ideological education, and then select a group of representative experts and scholars in the field of college students' ideological teaching, using Delphi method, obtain their evaluation of the impact of various strategies on college students' ideological education, so as to provide some useful references for promoting college students' Ideological education and improving the ideological health level of college students in our country in the future.

Objects and methods: After consulting the relevant literature and summarizing the strategies that may help to improve the ideological education of college students in China, 20 experts or scholars with sufficient authority and representativeness in the field of ideological education and educational psychology in colleges and universities were selected from China to form an expert group. Share the countermeasures with the expert group, ask the members of the expert group to evaluate the impact of the strategy on the ideological education of college students, then summarize the evaluation results of the expert group, adjust and summarize the strategies according to the evaluation results, and then send them to the expert group for evaluation again. The inquiry cycle will not stop until the evaluation opinions of the expert group become consistent. In addition, the impact degree is quantified according to the five-point system, that is, the number 1 represents the level of no impact, 2 represents the level of slight impact, 3 represents the level of general impact, 4 represents the level of obvious impact and 5 represents the level of full impact.

Results: After several rounds of expert inquiry and strategy adjustment, the expert comments reached an agreement. The statistical expert group's views on the impact of strategies on college students' ideological education are shown in Table 1.

Table 1. Statistics of final comments of the expert group

Strategy	No effect	Slight impact	General impact	Obvious influence	Full impact
Training to improve teachers' Ideological and political level	1	3	6	7	3
Adjust the teaching contents and methods of Ideological and Political Education	1	4	9	5	0
Improve campus culture and ideological atmosphere	2	4	5	8	1
Application of network new media tools for information dissemination	2	6	9	2	1

The numbers in columns 2 to 6 in Table 1 represent the number of people who the expert group believes that a strategy will have a corresponding impact on college students' ideological education. Secondly, the "Ideological and cultural adjustment" and "political observation" are the two most significant tools for college students to improve the ideological and cultural level of education, and the "Ideological and cultural adjustment" and "political observation" are the two most significant tools for teachers to improve the ideological and cultural level of campus education. The number of people whose influence the level of the above strategies is not lower than "obvious influence" is 10, 9, 5 and 3 respectively.

Conclusions: In view of the current insufficient ideological education of domestic college students and the relatively scattered ideology of college students as a whole, this study puts forward a number of countermeasures to optimize college students' ideological education based on the analysis of literature and the theory of educational psychology, and uses the Delphi method to consult the selected expert group. The results of the expert group's opinion statistics show that the expert group believes that the two strategies of "training to improve teachers' Ideological and political level" and "improving campus culture and ideological atmosphere" have the most significant impact on college students' ideological education, followed by "adjusting the teaching contents and methods of Ideological and political education", and the least impact is "using network new media tools for information dissemination", the number of people whose influence level of the above strategies is not lower than "obvious influence" is 10, 9, 5 and 3 respectively. The evaluation results of the expert group show that using the strategies proposed by educational psychology, such as considering the students' educational psychology, adjusting the content and methods of Ideological and political education in colleges and universities, adopting new media tools that more cater to the psychology of the new generation of college students, and so on, are indeed helpful to improve the quality of Ideological education in colleges and universities in China.

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THE POSITIVE INFLUENCE OF INTERNET PLUS COLLEGE ENGLISH TEACHING ON MENTAL DISORDERS OF COLLEGE STUDENTS

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Background: Mental disorder refers to the disorder of individual mental activities such as cognition, emotion and will due to the abnormal operation of human brain function. The common causes of the mental disorder include growth environment, physique, congenital heredity and so on. Most patients with mental disorders have self-talk, abnormal behavior, weak will, emotional judgment and expression disorders, delusions, hallucinations and other behavioral manifestations, and lack of correct self-awareness. Generally, they are unable to accurately judge that they have mental disorders. Since the reform and opening, China has become more and more closely connected with the world, and enterprises and government agencies have higher and higher requirements for students' English ability, which directly increases the employment psychological pressure of college English majors. Some students begin to show symptoms of mental disorders such as self-talk and weak will because they can't bear the environmental pressure. However, in the context of the sinking of Internet applications, it is possible to use Internet technology tools in college English teaching. These technologies can bring English majors a broader learning perspective and more diverse employment channels and values, and there is the possibility of improving students' mental disorders. Therefore, this study focuses on exploring the impact of the application of Internet technology tools in college English teaching on students' mental disorders.

Objective: After understanding the current application of Internet technology in teaching, college English teaching and the current situation of college students' mental disorders, this paper puts forward the countermeasures of using Internet technology and tools to improve English majors' mental disorders, and verifies the effectiveness of the strategies in teaching experiments, to provide some positive ideas for improving the comprehensive quality of college English majors in China.

Participants and methods: A general undergraduate school was selected from cities with a medium level of domestic economic development. 164 full-time college students of English-related majors who were willing to participate in the experiment and suffered from different degrees of mental disorders were randomly selected as the research objects. Then let them accept English teaching lasting for one semester. During the teaching experiment, with the consent of the school management and teachers, teachers are required to upload the video version of the teaching content to the school intranet after teaching a course, and add some tips for auxiliary learning considering the students' mental impairment for students to review the course. At the same time, teachers are required to provide students with more forms of learning materials as a supplement to the main courses on the premise of considering the symptoms of students' mental disorders. At the beginning and end of the teaching experiment, teachers are required to investigate the severity of mental disorders of all students participating in the experiment. The investigation method is not limited and is at the discretion of teachers, but the methods used in the previous and subsequent investigations need to be completely consistent to avoid introducing additional irrelevant variables into the experiment.

Results: The data of teachers' investigation results on the severity of students' mental disorders were collected. It was found that they used the SCL-90 scale to investigate and judge the level of students' mental disorders. Therefore, the study stipulated to display the score data in the form of mean combined with standard deviation and conduct a *t*-test. The significance level of the difference was 0.05. See Table 1 for the data after statistical investigation.

Table 1. Comparison of statistical results of students' SCL-90 scale before and after teaching experiment

Project	Before teaching	After teaching	<i>t</i>	<i>P</i>
Somatization	1.58±0.53	1.57±0.63	1.143	0.942
Obsession	1.96±0.62	1.42±0.43	1.251	0.001
Susceptibility	2.14±0.54	1.53±0.58	0.341	0.001
Depressed	2.26±0.80	1.66±0.51	0.554	0.002
Anxious	2.37±0.53	1.70±0.43	0.786	0.004
Hostile	1.50±0.44	1.41±0.62	0.163	0.035
Terror	1.42±0.57	1.43±0.40	1.910	0.769
Paranoid	1.47±0.57	1.30±0.71	0.415	0.028
Psychotic	1.33±0.41	1.33±0.52	1.326	1.150

It can be seen from Table 1 that before and after the teaching experiment, the *P* value of the average quantitative score difference of students on somatization, phobia, and psychosis factors is greater than the

significance level, and it is considered that the data difference is not significant. The scores of students on obsessive-compulsive disorder, sensitivity, depression, anxiety, hostility, and paranoia after the experiment were statistically significant compared with the data before the experiment.

Conclusions: Aiming at the mental disorder of English majors in colleges and universities in China, based on the investigation and collection of relevant literature, this study puts forward some improvement methods combined with Internet technology and tools, and designs and implements a teaching experiment to verify the effectiveness of these strategies. The experimental results show that after teaching, students have an obvious recovery effect on the symptoms closely related to mental disorders. This experiment shows that paying more attention to students' mental disorders in the process of English teaching and adopting targeted internet means to adjust teaching methods and progress can help alleviate the severity of mental disorders of English majors.

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THE VIEW OF WOMEN IN RUSSIAN LITERATURE FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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Background: Social psychology is a subject that studies the psychological and behavioral conditions of individuals and organizations in the social environment, and summarizes the laws used to solve the corresponding social problems. Social psychology is an interdisciplinary subject of sociology and psychology. Compared with traditional psychology, it focuses on language, friends, family, living environment. While the learning environment has an impact on itself, it also pays attention to the communication mode, group behavior norms, group thinking and habits of group organizations at the social level. Because the research object of social psychology involves human organizations, it is necessary to strictly abide by the principle of value neutrality, systematic principle and ethical principle in the process of case study, so as to prevent irrelevant variables affecting the results from being introduced into case study.

From modern times to modern times, the concept of women in Russian literature shows an obvious law of change. In the literary works of the Russian Soviet era, because at that time, under the background of communism, equality between men and women and materialistic historical concept were the mainstream ideas in society, the female roles were always positive, willing to contribute, intelligent and high social status. In these literary works, many women are morally noble, despise material interests, and are willing to struggle for their beliefs and ideals without complaint and regret all their life, with a sense of beauty similar to religious asceticism. The writers of literary works in these times praise and publicize the Russian women as the mainstream force that can save the country and change history. However, after the disintegration of the Soviet Union, the Russian literary thought, which has long been restricted by the literary censorship system and guided by the government, began to become diversified, the proportion of positive female roles in literary works decreased significantly, and the female roles at the grass-roots and bottom levels in society appeared more and more frequently. This study is expected to use social psychology methods and tools to find the reasons for the change of women's views in Russian literary works.

Objective: To analyze the specific content and change trend of women's view in Russian literature in different periods of modern times, and to find the social-psychological reasons for the drastic changes of women's view in Russian literature. It provides some valuable references for China's construction of high-quality socialist spiritual civilization.

Objects and methods: Collect the literary works with high influence and popularity in modern and contemporary Russia, carefully study these literary works, and summarize the female view and the changes of female view in Russian literary works in different periods of modern and contemporary times. Combined with the era and social background at that time and the characteristics of the material and spiritual needs of the Russian people, this paper analyzes the social-psychological reasons for the formation and transformation of women's view in literary works in various periods. Then, 25 Russian writers, historians and sociologists were found to form an expert group. Using the Delphi method, based on the proposed social-psychological reasons, they were asked to return their comments on the social-psychological reasons for the formation and transformation of women's views in Russian literary works in various periods. The

expert group is required to judge the influence degree of various reasons on the view of women in literary works. The influence degree is divided into no influence, slight influence, medium influence, obvious influence and full influence. The feedback results are sorted out and sent to the expert group for evaluation again. Until the expert group reaches an agreement on the evaluation.

Results: After the expert group reached an agreement, the evaluation results of the statistical expert group are shown in Table 1.

Table 1. Social psychological reasons for the change of women’s view in Russian literary works investigated by the Delphi method

Reason	No effect	Slight impact	Medium impact	Obvious influence	Full impact
The author and the masses are emancipated	0	1	3	12	9
The masses need more diverse literary works	1	2	6	10	6
Release the repressed desire to express	3	5	9	7	1
Foreign public opinion and guidance of literary works	1	4	12	7	1

The figures in Table 1 represent the number of people who the expert group believes that the corresponding reasons have an impact on the transformation of women’s view in Russian literary works at all levels. It can be seen from Table 1 that the expert group believes that there are four main social-psychological reasons for the transformation of women’s view in Russian literary works, among which “the minds of authors and the masses are liberated” and “the masses need more diverse literary works” have the most significant impact, followed by “foreign public opinion and guidance of literary works”.

Conclusions: In order to explore the reasons for the changes in women’s view in modern Russian literary works, this study selects research tools and methods from the more suitable research discipline social psychology to analyze the reasons. And share these reasons with the expert group for cross-validation to increase the reliability of the conclusion. After sorting out the opinions of the expert group, it is found that the expert group believes that the social-psychological reasons for the transformation of women’s view in Russian literary works mainly include “the emancipation of the thoughts of authors and the masses”, “the masses need more diverse literary works”, “the release of repressed desire for the expression” and “the guidance of foreign public opinion and literary works”, of which the first two have the most significant impact. The research results enlighten us that in the process of building socialist spiritual civilization, we should pay attention to maintaining the appropriate right of freedom of expression in the literary circles, to meet the growing diversified needs of the masses for literary and artistic works.

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TRAINING OF APPLIED TALENTS BASED ON ENGINEERING EDUCATION CERTIFICATION AND EVALUATION SYSTEM UNDER THE BACKGROUND OF EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology is an interdisciplinary subject composed of general psychology and pedagogy, which studies the psychological situation of human beings in the context of education, the teaching psychology of teachers and the overall consciousness and behavior of teaching related institutions. The research focus of educational psychology is to find the research results that help to improve the teaching effect and teaching quality in psychology, and apply them to improve the teaching mode in a reasonable way.

After China put forward the strategic goal of building a powerful manufacturing country, the

requirements of the state and society for the application ability of science and engineering students in colleges and universities have been greatly improved. Therefore, the training mode of applied talents in science and engineering based on engineering education and evaluation system is more and more adopted in colleges and universities. However, there are some problems in the construction and practice of the teaching mode of engineering education certification and evaluation system in some colleges and universities, such as unreasonable certification system, too strict cognitive standards, low response of students and so on. Therefore, educational psychology, which is specially used to improve teaching quality and promote the reform of teaching methods, is particularly suitable for improving the training mode of applied talents based on engineering education certification and evaluation system. Teachers and relevant school managers can investigate and understand students' real thoughts and psychological feelings about the teaching method of engineering education certification, and analyze the contents that can be improved in the teaching mode and do not conform to students' learning psychology, such as excessive and partial repetition of evaluation indicators, resulting in students' learning weariness, etc. So as to adjust and optimize this new teaching mode of science and engineering.

Objective: This paper analyzes whether the application of teaching psychology tools and principles in the process of using engineering education certification and evaluation system to cultivate higher applied engineering talents will help to improve the employment competitiveness and their own knowledge and skills.

Objects and methods: Collect the research literature on the talent training mode of science and engineering majors in China, and understand the current situation of the talent training mode of science and engineering. Then purchase the data of science and engineering talent training and employment in China in recent 10 years from a professional data supplier. The data set is sorted and cleaned, and the teaching modes are divided into three types: traditional mode without engineering education certification, engineering education certification mode and engineering certification mode with educational psychological intervention. Then compare the basic information of the three groups of students when they are exposed to engineering certification education. If there is no significant difference in the basic information of the three groups of students, carry out subsequent analysis. The monthly income data of the three groups of students after their first employment, one year after employment, three years after employment and five years after employment are statistically compared, and the statistical results are used as the basis to judge whether teaching psychology can optimize the talent training mode based on engineering education certification and evaluation system. In addition, the measurement data in the study are expressed by *t*-test and the combination of mean and standard deviation. The counting data are expressed in the form of number or proportion of number by Chi-square test, and the significance level of difference is set to 0.05.

Results: The employment data of three types of students are shown in Table 1.

Table 1. Comparison of employment income data of three types of students

Teaching mode grouping	First employment	One year after employment	After 3 years of employment	After five years of employment
No engineering education certification	4058±465	4825±846	6265±946	7521±840
Engineering Education Certification	4134±526	5362±753	7041±984	9044±922
Engineering education certification with educational psychological intervention	4122±653	5797±815	8319±813	11630±1154

The unit of income data in Table 1 is RMB, and the data are converted into the income data of 2021 under the condition of considering price factors. It can be seen from Table 1 that there is little difference in the income data of students with different education modes in their first employment after graduation. After one, three and five years of employment, the difference gradually expands. After five years of employment, the average monthly income of students who receive traditional education mode, engineering education certification mode and engineering education certification mode with educational psychological intervention is 7521, 9044 and 11630 respectively. The latter increased by 54.63% and 28.59% respectively compared with the former two.

Conclusions: At present, more and more universities in China have integrated the teaching mode of engineering education certification and evaluation system into the teaching of science and engineering, but there are many problems affecting the teaching quality in the application process. Therefore, this study proposes to apply the method of educational psychology to this teaching mode, and collect the education mode and employment data of science and engineering college students in recent 10 years to verify the

effect of this teaching mode adjustment. The analysis results show that after five years of employment, the average monthly income of students who accept the traditional education mode, engineering education certification mode and engineering education certification mode with educational psychological intervention is 7521, 9044 and 11630 respectively, and the latter is 54.63% and 28.59% higher than the former two respectively, indicating that the method of educational psychology should be integrated into the engineering certification education mode of science and engineering students for adjustment. It can improve students' employment competitiveness. This is because teachers will pay more attention to the teaching methods and progress in the teaching process to meet the students' educational psychological status, and schools will also configure auxiliary teaching tools such as practical operation animation to reduce students' fear and anxiety in the process of learning new skills.

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DESIGN AND RESEARCH OF RESIDENTIAL SPACE ENVIRONMENT FROM THE PERSPECTIVE OF HUMANISTIC PSYCHOLOGY

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Background: Humanistic psychology, the full name of humanistic psychology, is a discipline developed in the academic confrontation between the two major psychological schools of behaviorism psychology and psychoanalysis. Humanistic psychology opposes the study of human individuals in isolation without considering human psychological phenomena, and also opposes the understanding of individuals solely from the functions of various elements of human existence, or the interpretation of human words and deeds from the perspective of chemistry and neurology. Humanistic psychology attempts to build a comprehensive human analysis model, and take this as the basis to comprehensively analyze individual psychological laws and psychological conditions. With the development of economy, people's requirements for living environment are not limited to material aspects. More and more residents put forward aesthetic requirements for living space environment. Therefore, in interior design and environmental design, it is necessary to use humanistic psychology as a tool to analyze and study the living psychology and aesthetic needs of residents with different occupations and habits, so as to design a more satisfactory living space environment for residents. However, the common research methods of humanistic psychology lack reliable data support, and the research results will be significantly affected by the subjective consciousness of researchers, which is also the main reason why humanistic psychology is criticized by rigorous experimental psychological researchers. Delphi method will be introduced in this study to enhance the reliability and scientificity of the research results, try to avoid the above shortcomings of humanistic psychology.

Objective: To analyze the residents' living experience of new residential buildings in China in recent years, understand the current situation and main problems of residential space environment design, and then analyze the residents' living psychology and needs from the perspective of humanistic psychology according to these problems, give some suggestions and carry out an experiment based on Delphi method, Consulting with experts is helpful to improve the design quality of national residential space and residents' satisfaction.

Participants and methods: Through investigation and interview, we understand the opinions and evaluation of 100 newly-built community residents on the living space environment in five representative regional administrative centers in China, which are representative in economy, employment, infrastructure, climate and geography, and then analyze the residents' living psychology and actual needs from the perspective of humanistic psychology based on this feedback. Analyze and put forward suggestions that help to improve the living conditions of residents. Invite 24 domestic experts with certain authority and professional level in interior design and environmental design to send their opinions to them for feedback. After taking back the opinions, sort out and adjust the opinions and continue to send them to the expert group for feedback again until the opinions of the expert group are unified. The content of the survey is to consider the humanistic psychological needs of residents, what measures can be taken to improve the current residential space environment design, and the impact of various treatment measures on optimizing

the residential space environment. The impact degree is refined according to the five-level classification method, including no impact, slight impact, general impact, obvious impact and full impact.

Results: After the opinions of the expert group were unified, the opinions of the statistical expert group are shown in Table 1.

Table 1. Statistical results of the expert group's opinions on improving the environmental design of residents' living space

Proposal	No effect	Slight impact	General impact	Obvious influence	Full impact
Pay attention to the social and emotional needs of residents	0	2	5	11	6
Rational design of road network	2	8	7	5	2
Scientific layout of residential green environment	1	5	10	6	2
Improve the visual beauty of the environment	1	4	11	5	3

The values in each cell in Table 1 represent the number of people who believe that the impact of a proposal on the living space environment of residents is the corresponding level. The consultation results show that the expert group believes that the countermeasures of "paying attention to the social and emotional needs of residents" have the greatest impact on improving the environmental quality of residents' living space, followed by "scientifically arranging the living green environment" and "improving the visual beauty of the environment". The number of people who believe that the impact of these suggestions is above the "general impact" is 17, 8 and 8 respectively.

Conclusion: With the improvement of national living standards, people's demand for living space environment is higher and higher. In order to meet the higher aesthetic needs of residents for the space environment, this study uses humanistic psychology tools to analyze the inner desires of residents in the living environment and put forward reasonable suggestions. After adjusting these suggestions, the expert group found that the countermeasures of "paying attention to the social and emotional needs of residents" have the greatest impact on improving the environmental quality of residents' living space, followed by "scientifically arranging the living green environment" and "improving the visual beauty of the environment". The number of people who believe that the impact level of these suggestions is above the "general impact" is 17, 8 and 8 respectively. The expert consultation results show that analyzing the psychological status of residents in the living space environment from the perspective of humanistic psychology is helpful to put forward the countermeasures to optimize the living environment.

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RESEARCH ON THE IMPACT OF REGIONAL ECOTOURISM DEVELOPMENT ON CONSUMERS' COGNITIVE IMPAIRMENT FROM THE PERSPECTIVE OF BEHAVIORAL ECONOMICS

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Background: The main manifestation of cognitive impairment is that the high-level functions of human brain such as memory, logic and thinking cannot operate normally, and the cognitive impairment of patients in one aspect is likely to cause cognitive impairment in other aspects. The causes of cognitive impairment diseases are mostly abnormal activities of human cerebral cortex. The common clinical symptoms of cognitive impairment include perceptual impairment (such as sensory retardation, sensory deterioration, hallucinations, pathological illusions, etc.), memory impairment (such as strong memory, memory defect, memory error, etc.), and thinking impairment (delusion, abstract generalization disorder, association process disorder, etc.). Cognitive impairment will have a great impact on patients' ability to understand the world and the surrounding environment, so it has a certain potential threat to ecotourism scenic spots with

strict environmental protection requirements. Therefore, managers and businesses of ecotourism scenic spots may take some measures against consumers with cognitive impairment to reduce their losses to the scenic spots, for example, explain the reasons and significance of protecting the environment of scenic spots, and demonstrate the correct waste treatment methods. These intentional or unintentional interventions and educational measures may help consumers recover from cognitive impairment. Therefore, this study verifies this hypothesis in order to provide some possible new ideas for the treatment of cognitive impairment.

Objective: To explore whether ecotourism has the effect of treating consumer cognitive impairment, and how strong this effect is, so as to provide a potential new method for the field of non-drug treatment of cognitive impairment in the future.

Objects and methods: 20 scenic spots with different levels of ecotourism development were selected from China and divided into five categories according to the maturity of ecotourism development (mainly determined by referring to the environmental protection, public security management, business norms and prosperity of scenic spots). Within 2 days after the start of the study, the consumers of these ecotourism scenic spots conducted MMSE (full name: Mini-mental State Examination) questionnaire survey. 55 consumers who were willing to cooperate with the study were randomly selected from the consumers with a total score of less than 27 (i.e., they were considered to have cognitive impairment). Then, after the tour, MMSE questionnaire survey will be conducted every 10 days, and the last questionnaire survey will be conducted on the 90th day after the tour. Through the statistics of these questionnaire data, we can understand the impact of ecotourism on consumers with cognitive impairment.

Results: After the experiment, the data of the first and last questionnaire survey of 55 subjects were counted, as shown in Table 1.

Table 1. Statistics of the first and last MMSE questionnaire survey results of the subjects

Statistical items	For the first time	Last hole	<i>t</i>	<i>P</i>	Rate of change (%)
Total score	18.52±3.65	23.17±4.50	0.548	0.004	20.07
Overall cognitive impairment level	Medium level	Slight level	-	-	-

Note: All measurement data involved in the experiment are expressed in the form of mean ± standard deviation, and *t*-test is carried out.

The counting data are displayed in the form of number or standard deviation, Chi Square difference significance test is used, and the significance level is taken as 0.05. In addition, the subjects with MMSE total scores of 27-30, 21-26, 10-20 and 0-9 were classified into normal cognition, mild cognitive impairment, moderate cognitive impairment and severe cognitive impairment respectively. According to the data in Table 1, the average total score of the subjects in the last MMSE questionnaire was 23.17, and the subjects were in the state of mild cognitive impairment, while the average total score of MMSE in the first questionnaire was 18.52, and the subjects were in the state of moderate cognitive impairment, an increase of 20.07% compared with the latter. The *P* value of *t*-test of the difference significance of the score data of the two MMSE surveys is 0.004, which is less than the significance level of 0.05. It is considered that the score data of the two surveys are significantly different.

Conclusions: With the development of tourism economy, more and more scenic spots that rely on ecological resources to carry out ecotourism appear in China, and the management and development level of some scenic spots have reached a fairly perfect level. However, after the increase of tourist flow, it is inevitable to receive some consumers with mental diseases such as cognitive impairment, these consumers will bring greater challenges and pressure to scenic spot management. At the same time, scenic spots will also provide them with more intimate and detailed services. Some studies have shown that this service can alleviate the symptoms of mental diseases. This study designed a questionnaire to verify the effectiveness of this conclusion. The experimental results show that the average total score of the subjects in the last MMSE questionnaire is 23.17, and the subjects are in a state of mild cognitive impairment as a whole, the mean value of MMSE total score in the first questionnaire survey was 18.52. The subjects were in a state of moderate cognitive impairment, and the difference between the two MMSE survey scores was significant. The results of the questionnaire show that consumers with cognitive impairment can alleviate their cognitive impairment symptoms to a certain extent through ecotourism.

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RELIGIOUS BELIEF EMOTION AND THE DEFINITION OF “CREATIVE SUBJECT” IN THE CONCEPT OF “BUDDHIST LITERATURE”

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Background: Social psychology is an interdisciplinary subject of sociology and psychology. It studies the psychological and behavioral conditions of individuals and organizations in the social environment, and summarizes the laws used to solve the corresponding social problems. Compared with traditional psychology, it focuses on language, friends, family, living environment while the learning environment has an impact on itself, it also pays attention to the communication mode, group behavior norms, group thinking and habits of group organizations at the social level. In addition, because the research object of social psychology involves human organizations, it is necessary to strictly abide by the principle of value neutrality, systematic principle and ethical principle in the process of case study, so as to prevent the introduction of irrelevant variables affecting the results in case study. Religious activities are also a special form of social activities, so social psychology can also be applied to analyze the psychological activities of religious people in religious activities. In recent years, more and more religious forces in China have adopted more popular forms of religious literature to influence the psychology of believers and expand the influence of religions they believe in. Religious literature specifically refers to the types of media that share and disseminate religious content with literature as the carrier, accurately judge and classify the feelings of religious belief and the creative subjects in Buddhist literature, which is helpful to supervise the healthy development of religion in China and avoid the occurrence of extreme religious events.

Objective: On the basis of understanding the current missionary methods of Buddhist forces and the main contents of Buddhist literature in China, to explore a more rapid and accurate method to judge the belief and emotion of Buddhist believers and the way to identify the main body of Buddhist literature creation, so as to provide support and supervision methods for the long-term and healthy development of religious undertakings in China.

Participants and methods: Collect the main Buddhist literary works at home and abroad and study them to a certain extent, then find 30 Buddhist people and 20 non-Buddhist people who are willing to participate in the research from home as the research objects, divide 20 non-Buddhist people into experimental group and control group, and conduct special training on social psychology knowledge for the personnel in the experimental group. In particular, teach them the skills to judge their emotions through the words and deeds of the observation objects, do not train the control group, and then ask the personnel of the two groups to interview 30 Buddhist people, and then tell the researchers what they think of the current religious belief emotion type of the interview objects, and then ask the Buddhist people to feed back their true religious belief emotion. Then ask the two groups to study the Buddhist literature of five different Buddhist masters, and then ask them to read the other 10 Buddhist literature written by the five masters, and judge the information of the creative subject (i.e., the author) of each Buddhist literature. Finally, the accuracy rate is used to measure the judgment correctness of the two groups.

Results: After all the experimental steps were completed, the judgment results of the two groups were counted, as shown in Table 1. In addition, all the measurement data in the study are displayed in the form of mean \pm standard deviation, and the *t*-test is conducted. The significance level of the difference is selected as 0.05.

Table 1. Statistics of judgment results of two groups of personnel

Statistical items	Experience group (%)	Control group (%)	Difference	<i>P</i>
Accuracy of belief and emotion judgment	78.2 \pm 4.3	61.9 \pm 5.1	16.3	0.003
Accuracy of judgment of Buddhist literary creation subject	86.5 \pm 4.8	63.7 \pm 4.2	22.8	0.001

The last column in Table 1 is the *P* value of the *t* difference significance test output of the two groups of data, “difference” represents the difference value of the mean value of the corresponding statistical indicators of the two groups of objects. The experimental results show that the average accuracy of the experimental group and the control group in judging the belief and emotion of Buddhist believers and the main body of Buddhist literature creation are 78.2%, 86.5%, 61.9% and 63.7% respectively. The average of the experimental group in these two data is 16.3 and 22.8 percentage points higher than that of the control group, and the data difference is significant.

Conclusions: In order to consolidate the healthy and stable development of religion in China, this study

analyzes the religious belief emotion and psychology of Buddhist believers from the perspective of social psychology, and designs a comparative experiment to teach these methods to the personnel of the experimental group. The experimental results show that the average accuracy rate of judging believers' belief emotion in the experimental group is 78.2%, an increase of 16.3 percentage points compared with the control group. The average accuracy rate of judging the subject of Buddhist literature creation is 86.5%, which is 22.8 percentage points higher than that of the control group, and the output *P* values of *t*-difference significance test of the two groups are 0.003 and 0.001 respectively, which are far less than the significance level of 0.05. The experimental results show that using the theoretical knowledge of social psychology can better judge the religious belief emotion of Buddhist believers and the creative subject of Buddhist literary works. The research results can be applied to the supervision and inquiry of religious people's religious belief emotion and the search for the creators of negative religious literary works, which will help to improve the governance level of religious affairs in China.

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INFLUENCE OF LEISURE SPORTS TRAINING ON IMPROVING COLLEGE STUDENTS' PHYSICAL HEALTH AND MENTAL HEALTH

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Background: On the one hand, with the rapid development of China's economy, science and technology, social organizations and the state put forward higher employment requirements for higher education talents. On the other hand, college students are in a critical period of growth, development, mental health quality and personality formation, and their physical function gradually tends to mature, but the development of individual psychology lags behind. After switching from middle school life to college life, due to the drastic changes in learning environment, learning mode and social relations, a considerable number of college students cannot quickly adapt to college life. Thus, anxiety, fear, negativity, depression and even pessimism are produced in the heart. These negative psychological factors will often affect the learning efficiency and social process of college students, make their social and learning results more unsatisfactory, form a negative psychological self-prediction effect, lead to more serious negative psychological factors and vicious behavior cycle. At the same time, a large number of studies show that physical training helps to improve the mental health level and physical fitness of athletes. Because when exercising, the athlete's mental attention will be firmly attracted by the exercise matters and cannot continuously allocate energy to think about other things, so that the brain has the opportunity to temporarily get rid of self-internal friction. At the same time, physiologically, during human exercise, the organs of the body's endocrine system will secrete hormones that will make people feel lasting happiness, including oxytocin, this will also help greatly alleviate the negative impact of bad psychology. However, after all, sports need some self-control and active consciousness to start. For the objects whose body and mind are in a negative atmosphere, it is more difficult to persuade themselves to carry out traditional sports. Therefore, this study adopts the leisure sports training method with much lower implementation threshold to verify whether it can also improve the level of mental health and physique.

Objective: To understand the current situation of college students' mental health and the main causes of mental health problems in China, think about leisure sports training programs suitable for college students, and design multiple groups of comparative experiments to verify the impact of these different intensities of leisure sports training on students' mental health and physique. So as to provide some research data support for exploring non drug treatment of college students' negative mental diseases.

Objects and methods: A representative university in China was selected from which 100 students with different levels of mental health problems were selected as the research objects. These students were divided into five groups, each group containing 20 people. Each group was required to choose one of their favorite sports as the sports activity in the experiment. The intensity, time and frequency of sports are determined by the students themselves, but the sports activity level of each student in the group needs to be consistent, which needs to be carried out under the guidance of physical education teachers. The sports activity level is determined according to the sports activity level scale revised by Mr. Liang Deqing, scores in (0, 9), (9, 19), (19, 42), (42, 60) (60, 100) students in the interval are marked as minimal exercise, small exercise, medium exercise, large exercise and maximum exercise, that is, one exercise interval corresponds to one group. The exercise experiment lasts for 3 months. Before and after the experiment, SCL-90 scale is

used to investigate the mental health level of students respectively. The average score of SCL-90 represents the mental health level of students, and 1 is used 000-meter running, vital capacity, standing long jump and grip strength test students' physique. All physique test items are scored by physical education teachers according to the 100-point system, and the average value represents the physical quality of individual students. In addition, in order to control irrelevant variables, the proportion of men and women in each group should be consistent.

Results: The measurement data in the experiment were displayed in the form of mean \pm standard deviation for *t*-test, and the counting data were displayed in the form of number or proportion of number for Chi-square test. The value of difference significance level was 0.05 The mental health and physical condition data of students in each group after the experiment are shown in Table 1.

Table 1. Statistical data of mental health and physical fitness of students in each group after the experiment

Statistical items	Micro exercise	Small amount of exercise	Moderate exercise	Large amount of exercise	Maximum exercise
SCL-90 single average score	2.73 \pm 0.12	2.51 \pm 0.14	2.14 \pm 0.11	1.70 \pm 0.16	1.68 \pm 0.25
Average score of individual physical fitness test	64.5 \pm 6.4	68.1 \pm 5.3	75.2 \pm 5.0	84.3 \pm 5.7	87.0 \pm 9.6

It can be seen from Table 1 that with the increase of exercise volume, the average single score of SCL-90 and the average single score of physical fitness test of students in each group show a trend of gradual decrease and gradual increase respectively. However, after the exercise volume reaches the level of "large exercise volume", the impact of increasing exercise volume on improving mental health and physical fitness becomes small.

Conclusions: In order to explore the role of leisure sports training in improving college students' physical and mental health, this study designed an experiment based on sports training. 100 college students were divided into five groups on average, and each group was required to carry out leisure sports to varying degrees. The experimental results show that with the increase of the amount of exercise, the average single score of SCL-90 and the average single score of physical fitness test of students in each group show a gradually decreasing and increasing trend respectively. The experimental results show that developing leisure sports can indeed improve students' physical and mental health.

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APPLICATION OF SOCIAL PSYCHOLOGY IN ENTERPRISE HUMAN RESOURCES DEVELOPMENT AND TRAINING

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Background: In the face of the gradual informatization and diversification of the external market, the traditional enterprise management method is no longer applicable, and the importance of human resource management is gradually revealed. The competition between enterprises in diversified markets is no longer a simple competition of material resources and technology. The competition of human resources has become one of the main competitive links of enterprise management. As a psychological science that studies the interaction and change law between social groups and social individuals at the psychological level, social psychology not only helps people improve their comprehensive psychological quality and quality of life, but also provides an effective way for the scientific talent management of enterprises. As the first step of enterprise talent management system, the development and training of enterprise human resources combined with social psychology is mainly divided into two parts: shallow development and deep development. Shallow development takes the number, professional level and resource allocation of talents as the main content, that is, develop a sufficient number of talents, carry out professional training, and finally allocate them to their matching positions according to the characteristics of each employee. Deep development takes the follow-up training of employees as the main form of expression, and mainly takes the psychological evaluation, psychological incentive, psychological contract and emotional intelligence development of employees as the main content. Through the management of employees' psychology and the external performance behavior of employees' psychology, it can achieve the organizational goal and

ensure the positive development of employees at the same time. Psychological evaluation is generally used when employees first enter the organization to grasp the psychological state and working state of employees. Psychological motivation is mainly to establish positive organizational values by inducing employees' work motivation and rewarding work achievements, so as to make employees have a stronger desire to serve the organization. Psychological contract is used to ensure the effective transmission of organizational information to each employee in talent management and maintain the consistency of the organization from top to bottom. Emotional intelligence development is to provide training for employees' self-psychological state management, so that the influence of organization members on each other remains positive.

Objective: The purpose of this study is to provide a path for human resources development and training of enterprises through scientific and reasonable social psychology means, help enterprises show talent advantages from the management level, promote each other with employees, and jointly form a competitive group.

Subjects and methods: Based on the theory of social psychology, this study effectively connects the means of social psychology with the needs of human resource management by determining the human resource management needs of enterprises in diversified markets. On this basis, it compares the organization using social psychology for human resource management with the organization using traditional methods for human resource management, test the superiority of social psychology management methods.

Study design: This study adopts the comparative research method. In the research process, two organizations with little difference in scale and business direction are selected as the research samples. The researchers will act as consultants and be responsible for constructing the human resource development and training methods based on social psychology in the psychological group, while the non psychological group adopts the traditional human resource development and training methods, The two groups were compared and analyzed.

Methods: This study obtained the psychological state data of employees in different types of organizations through employee interviews, and summarized them into quantitative data for analysis.

Results: The comparison of economic and psychological benefits between psychological group and non-psychological group is shown in Figure 1.

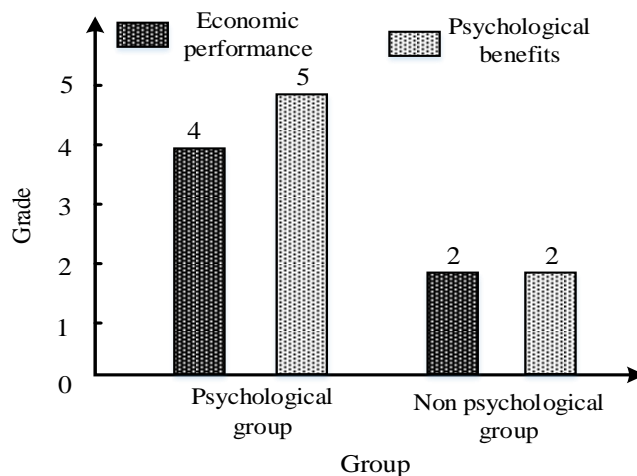


Figure 1. Inter group comparison

In Figure 1, the economic benefit of the psychological group reaches level 4 and the psychological benefit reaches level 5, while the economic benefit and psychological benefit of the non-psychological group are both level 2. It can be seen that the organization using social psychology can achieve greater benefits.

Conclusions: As an important way of modern enterprise management, human resource management needs a theory with strong consistency as management guidance, and social psychology is a discipline with strong consistency with human resource management. The mutual development of employees' psychological and psychological benefits can be realized by making full use of the relationship between employees' psychological and psychological benefits, and the mutual development of individual and psychological benefits can be realized from multiple aspects, such as human and psychological benefits. At the same time, it provides solid organizational support for enterprises to deal with various challenges in the external diversified market.

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COMPUTER SIMULATION OF SOCIAL PSYCHOLOGICAL PHENOMENA AND ITS METHODOLOGICAL SIGNIFICANCE

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Background: With the improvement of social material living standards, the public's demand for psychological counseling is also increasing year by year. The research of modern psychology is divorced from the traditional experimental research method, because the psychological phenomena and psychological laws of social people in the complex social environment often have clustering and particularity, which is difficult to restore through simple experiments. Computer simulation provides sufficient methods for the study of this part of social psychological phenomena. This part of the social-psychological phenomena that need computer simulation is mainly divided into two categories: one is the abnormal individual psychological phenomenon caused by the psychological influence of social environment or social group under the special social environment, and the other is the cluster psychological phenomenon caused by external or internal factors of the social group itself. In social psychology, individual psychological phenomena and group psychological phenomena are often described as the relationship of interaction and mutual influence, and this psychological relationship and psychological law are the functional relationships within small and medium-sized groups, such as the group psychological relationship in the company, which often has a certain degree of group rules, which are both material and psychological, through the external forms of obedience relationship, incentive relationship and assistance relationship. In other words, the psychological relationship in such groups is based on rules, so the peripheral conditions are sufficient in the process of speculation and experiment. However, the research on large-scale social psychological phenomena cannot adopt this method, because the speed of contemporary information transmission has accelerated rapidly, the communication frequency between social individuals has accelerated, and the psychological influence between each other has been improved. Even if there is no physical aggregation between individuals, it is still possible to produce large-scale cluster psychological phenomena. For the description of this part of psychological phenomena, computer simulation is an effective means. Computer simulation can fully simulate the functional relationship between different individual psychological elements through powerful computing power, and then simulate and predict large-scale cluster social psychological phenomena.

Objective: Starting from the social-psychological characteristics of large-scale clusters, this study takes computer simulation as research means to reveal and analyze the psychological phenomena and psychological change laws of modern people. This research can lay a foundation for individual psychological counseling of intelligent urban residents and the simulation of group psychological phenomena in crisis situations at the same time.

Subjects and methods: This study takes computer statistical simulation as the main research method. The information of individual social and psychological factors is collected in the form of a network questionnaire, and the collected data is used as the social and psychological sample of the public. Finally, the relationship between social and psychological variables is simulated and predicted by establishing a simulation model of social and psychological phenomena.

Study design: In this study, a Complex Adaptive System (CAS) and swarm platform were used to establish the simulation model of computer social psychological phenomena. The complex adaptive system is most in line with the phenomenon operation principle of social psychology phenomenon, that is, the complex social system in which the aggregation of micro individual factors affects the macro-overall factors. The swarm platform mainly provides tools for model building.

Methods: Establish different types of computer social psychological phenomenon simulation models through swarm platforms, and make quantitative statistics on the data according to different psychological elements.

Results: Under the sudden pressure environment, the curve of people's psychological stress score changing with time is shown in Figure 1.

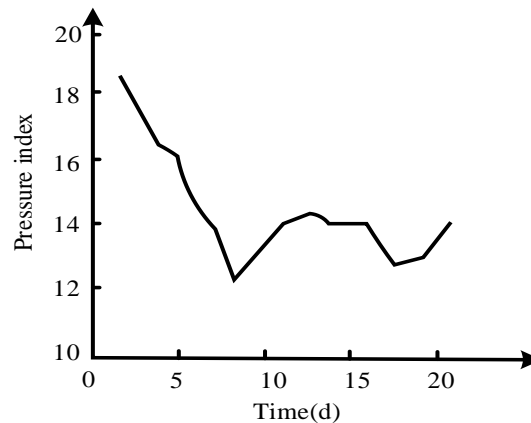


Figure 1. Pressure score change curve

In Figure 1, the psychological pressure of the masses gradually decreased from a peak state in the middle and early stage, and was in the state of self-processing the crisis information and continuously releasing their sense of pressure with the deepening of Du Yu's understanding of the crisis. However, with the deepening of the understanding of the crisis information, the pressure will further rise and will fluctuate with the emergence of new news in the later stage.

Conclusions: With the increase of the speed of social-psychological simulation, it is difficult to transfer a large amount of information between individuals and groups through the traditional psychological simulation. Through computer simulation, we can simulate the relationship between individual psychological state and interaction in the specific social environment, so as to achieve the effect of prediction. Using the computer system to simulate the social psychological phenomenon of the masses can lay the foundation for the individualized psychological consultation system of an intelligent city. At the same time, in the social crisis environment, the computer psychological simulation system can also make a macro prediction for the crisis psychology of the masses, so as to make a plan before the crisis and effectively control the crisis psychology of the masses in the process of crisis.

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STRATEGIES OF IDEOLOGICAL AND POLITICAL EDUCATION FOR COLLEGE STUDENTS IN THE FIELD OF PSYCHOLOGY

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Background: At the moment of drastic changes in the employment environment and social concepts, college students, as a group whose psychology is not yet mature and whose world outlook is not fully formed, their lack of social practice experience and correct understanding of external concepts will have a strong impact on their psychological balance. If they are not handled in time, they are likely to evolve into symptoms such as depression anxiety symptoms and other serious psychological problems. The efficient ideological and political education of students based on psychology can provide a way to alleviate the learning pressure, living environment pressure, emotional pressure and external employment situation pressure of college students through psychological counseling and concept guidance, so as to reduce the source and breeding environment of depressive symptoms and anxiety symptoms. College students are in an important period when they are about to enter the society, and in a highly information-based social environment with anxiety in the overall social mood, there is an urgent psychological demand for ideological, political and mental health guidance, while the traditional ideological, political and mental health education methods cannot effectively connect ideological and political education with the actual psychological state and living state of college students. There is a sharp contradiction between its urgent psychological needs and the backward and efficient psychological intervention means. Therefore, it is necessary to formulate an efficient ideological and political education method based on psychology and

accurately fit the actual psychological state and living state of college students. Psychological ideological and political education can help contemporary college students establish a correct outlook on life, values and world outlook through ideological guidance, concept establishment and psychological counseling, and provide methodological guidance for students' daily study and life. At the same time, psychological ideological and political education can also help sort out students' psychological state and provide students with understanding of their own psychological state. Understand the ways of self-psychological needs, and then provide students with a better self-psychological defense mechanism when they feel depressed or anxious. This study will analyze students' acceptance and psychological state in Ideological and political teaching in the process of summarizing data, and form a relatively clear psychological ideological and political education strategy according to the data direction, so as to provide guidance for the reform of Ideological and political education in the future.

Objective: Through the research on the ideological and political education strategies of college students in the field of psychology, this study helps contemporary college students get rid of the psychological pressure brought by the external environment and information, and establish a correct world outlook, outlook on life and methodology in their daily study and life.

Subjects and methods: This study investigates the psychological state and psychological acceptance of contemporary college students in Ideological and political education by means of interview and on-site investigation, establishes relevant index system, and analyzes the benign impact of psychological ideological and political education on college students by means of index comparison.

Study design: Provide a platform for college students to participate in psychological ideological and political education by setting up psychological ideological and political elective courses and conducting trial teaching. The course is maintained for one semester, and students' psychological changes are recorded through interviews during the semester.

Methods: SPSS18.0 was used in this study. Structural Equation Model with Amos21.0 and other social statistical software for data statistical analysis.

Results: The impact of the ideological and political course based on psychology on the content cognition and emotional cognition of college students in the trial elective course is analyzed, as shown in Table 1.

Table 1. Content cognition and affective cognition analysis

Gender	Scoring type	Content cognition	Emotional cognition
Male	M	26.407	19.485
	SD	5.379	3.795
Female	M	26.842	19.617
	SD	4.882	3.542
Whole	<i>t</i>	-2.143*	-0.128

Note: * indicates $P < 0.05$, ** indicates $P < 0.01$, *** indicates $P < 0.001$.

It can be seen from Table 1 that the ideological and political teaching based on psychology has a significant impact on college students participating in elective courses in terms of content cognition, $P < 0.05$.

Conclusions: College students are in a special period in their life. During this period, students are full of longing for the external social environment and eager to receive external social information. At the same time, they are also extremely vulnerable to the influence of external information and bad values, resulting in bad psychological state and even bad behavior, which seriously affects their study and life with others. This study analyzes the positive impact of Ideological and political education on students from the aspects of students' content identity and emotional identity in the process of psychological ideological education, and based on the ideological and political education based on psychology, helps students establish a correct outlook on life and values and dredge psychological pressure through psychological counseling, ideological guidance and methodological guidance.

Acknowledgement: The research is supported by: Philosophy and Social Science Planning Project of Hainan Province in 2019 "Research on Intercultural Communication Competence for College Students from the Perspective of a Community with a Shared Future for Mankind" (Ideological and Political Project), Hainan, China (Grant No. hnsz2019-23); Education and Science Research Project of Hainan Medical University in 2018 "Research on Improvement and Practical Exploration for the Teaching Mode of Five-year Clinical Medicine for Chinese and Foreign Students in the Same Class", Hainan, China (Grant No. HYZX201806).

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COORDINATED DEVELOPMENT OF COLLEGE STUDENTS' IDEOLOGICAL AND POLITICAL EDUCATION FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology is limited to the scope of teaching situation. It takes the psychological phenomena and laws of the interaction between teachers and students in the teaching process as the main research object, and reveals the close relationship between teachers and students in teaching behavior. The application of educational psychology in ideological and political education in colleges and universities helps to provide more paths for teaching. The traditional ideological and political education tends to provide students with the correct value orientation and ideas that should be observed. In the teaching relationship, middle school students have always been on the side of passive acceptance rather than active learning, which has a certain degree of resistance at the psychological level. In the causal relationship of educational psychology, the psychological factors between teachers and students are interrelated and interactive. At the teacher level, teachers' personal charm, teachers' teaching prestige, teachers' teaching efficiency and other factors will have a great impact on students' learning psychological guidance and learning psychological pressure. Students' self-awareness and personality preferences are also psychological factors that have a great impact on the learning effect. Ideological and political education based on educational psychology pays more attention to the growth personality and psychological needs of college students, takes the initiative in the psychological interaction between teachers and students, guides students by mastering students' psychological characteristics, and reduces students' psychological pressure in the process of learning. This process is a process of two-way psychological communication between teachers and students, rather than the traditional teaching style one-way street, so the ideological and political education using educational psychology is easier to be accepted by students and more suitable for students' psychological needs. On the one hand, the ideological and political education of collaborative educational psychology takes the role of teachers as educational guides. Teachers need to pay attention to students' psychological effects and psychological counseling. On the other hand, it promotes students to give full play to their subjective initiative and give full play to students' ability of self-study, self-reliance and positive communication. At the same time, a psychological environment of harmonious communication should be formed between teachers and students, provide a healthy atmosphere of leisure and pleasure for ideological and political learning.

Objective: By applying educational psychology to ideological and political education in colleges and universities, this study provides teachers and students with a new teaching method different from the traditional way of ideological education, which makes the ideological and political education more humanized, more effective and more targeted.

Subjects and methods: This study takes the teaching method of educational psychology as the methodology to guide the ideological and political education of college students, and uses the fuzzy evaluation method to transform the qualitative indicators of ideological and political courses into calculable quantitative elements in the statistical process. Through the realization of the method of educational psychology in the teaching process, this paper analyzes its positive impact from two aspects of students and teachers.

Study design: This study randomly selected the students of ideological and political compulsory courses in the second academic year of a university as the research object, conducted experimental research by adding educational psychology and educational methods to the ideological and political compulsory courses in colleges and universities, and interviewed and collected the students' psychological state data before and after the semester. Combined with the elements of ideological and political education quantified by fuzzy evaluation method, it is used for statistics and impact analysis.

Methods: When sorting out the survey results, this study uses Excel as an analysis tool to analyze the impact and degree of educational psychology and educational methods.

Results: The students' achievements in the ideological and political elective course of educational psychology are shown in the Table 1.

The data in Table 1 shows that the most influential part of psychological ideological and political elective courses for students is to improve moral cultivation and knowledge reserve, reaching 132 and 104 respectively, with the proportion of 28.95% and 22.81% respectively, followed by the part of establishing correct outlook on life and values, with the number reaching 81, with the proportion of 17.76%.

Table1. Student harvest statistics

Option	Frequency	Proportion (%)
Establish a correct outlook on life and values	81	17.76
Improve the ideological and theoretical level	67	14.69
Improve moral cultivation	132	28.95
Increase knowledge reserve	104	22.81
Little gain	72	15.79
Total	456	100.00

Conclusions: College students are in a special period vulnerable to external influence. The traditional way of ideological and political education is difficult to integrate with students' daily learning, life and psychological state. The ideological and political teaching based on educational psychology provides an effective way for college students' ideological and political education in the new era. Ideological and political education based on educational psychology should start with the concept of emotional teaching, respect and actively respond to students' thoughts and feelings, and stimulate students' interest in learning. In addition, we should also conduct teaching in the way of psychological counseling, relieve students' psychological pressure through infectious and dialogue psychological counseling, solve students' psychological confusion and cultivate students' positive mentality.

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ANALYSIS ON THE INFLUENCE OF “ANXIETY” EMOTION ON CONSUMER BEHAVIOR IN E-COMMERCE ENVIRONMENT

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Background: In recent years, China has made great efforts to build infrastructure and develop computer technology, which has laid a solid foundation for the rise and rapid development of e-commerce. With the continuous development of Internet technology and the continuous improvement of national income, online shopping is gradually rising. With the rapid development of e-commerce and information technology in China, e-commerce has gradually become one of the mainstream development modes of consumers. E-commerce refers to a comprehensive business operation mode based on the Internet, which can carry out business activities without meeting between buyers and sellers. Through e-commerce, consumers can realize various business, transaction and financial activities such as online shopping, online transactions between merchants, and online electronic payment. Nowadays, the annual transaction scale of e-commerce market exceeds 10 trillion, which is an important part of China's market economy.

Consumers are prone to anxiety due to social and personal factors. For example, competitive anxiety caused by work pressure and learning pressure. Consumers' selective anxiety in the face of many choices, and social anxiety in the face of strange environments. Consumer psychology is a branch of psychology that mainly studies the consumer behavior and psychological change law of consumers in consumer activities, including the process of consumers' psychological activities, consumers' personality psychological characteristics and so on. In the theory of consumer psychology, consumers' anxiety will have an uncertain impact on consumers' purchase decision. That is, different characteristics of anxiety will have different effects on consumers' purchase decisions. Generally speaking, anxiety will make consumers tend to make decisions to reduce losses and avoid risks. Therefore, anxiety is not conducive to the development of e-commerce market. Therefore, based on consumer psychology, the research analyzes the impact of consumer anxiety on consumer behavior, and puts forward strategies to improve the original e-commerce model, so as to alleviate consumers' anxiety and increase consumers' consumption desire, so as to promote the development of e-commerce industry and China's market economy.

Objective: Consumers' anxiety will have an uncertain impact on consumers' purchase decisions and affect the transaction volume of e-commerce. Based on consumer psychology, this study analyzes the impact of consumer anxiety on consumer behavior, and puts forward strategies to improve the original e-commerce model, hoping to alleviate consumers' anxiety and promote the development of e-commerce industry and China's market economy.

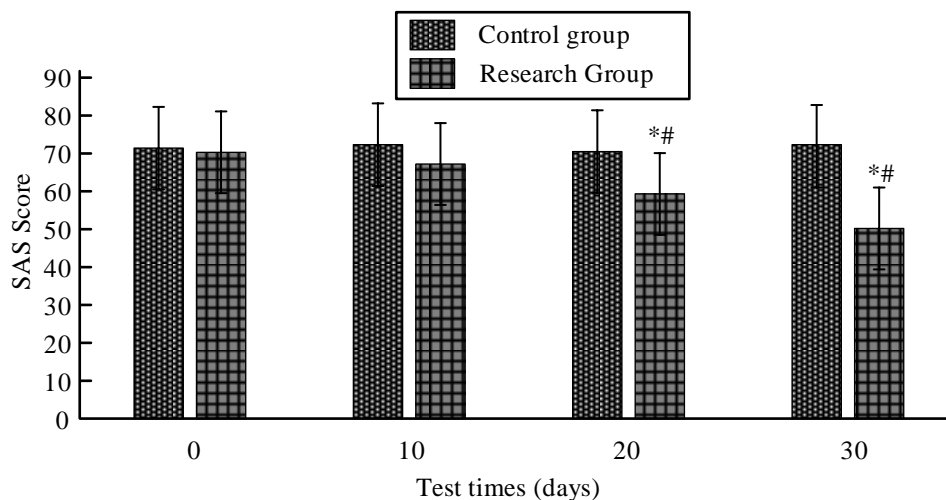
Research objects and methods: 100 e-commerce consumers were selected as the research objects, and

the anxiety degree of consumers was evaluated by Self-rating Anxiety Scale (SAS) and Hospital Anxiety and Depression Scale (HADS).

Study design: 100 consumers were randomly divided into study group and control group by random number table method, with 50 people in each group. Among them, consumers in the research group used the improved e-commerce model based on consumer psychology to shop and consume. The consumers in the control group used the traditional e-commerce model for shopping and consumption. One month later, the anxiety levels of the two groups of consumers were compared.

Methods: The relevant data were processed and analyzed by software SPSS17.0.

Results: After one month of consumption, the SAS score of consumers in the study group was significantly lower than that of consumers in the control group ($P < 0.05$), as shown in Figure 1.



Note: * means $P < 0.05$ compared with that before the test, # means that compared with the control group at the same time, $P < 0.05$.

Figure 1. The degree of anxiety of the two groups of consumers

Conclusions: Consumers are prone to anxiety due to social and personal factors. For example, competitive anxiety caused by work pressure and learning pressure, consumers' selective anxiety in the face of many choices, and social anxiety in the face of strange environments. Consumers' anxiety will have an uncertain impact on consumers' purchase decisions and affect the transaction volume of e-commerce. Therefore, based on consumer psychology, this study analyzes the impact of consumer anxiety on consumer behavior, and puts forward strategies to improve the original e-commerce model. The experimental results showed that after one month of consumption, the SAS score of consumers in the study group was significantly lower than that of consumers in the control group ($P < 0.05$).

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INHERITANCE OF TRADITIONAL CULTURE EDUCATION BASED ON SOCIAL PSYCHOLOGY IN COLLEGE CHINESE TEACHING

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Background: Social psychology takes the attitude of social individuals as the basic concept and the interaction law and phenomenon between social individuals and groups as the research object. In the contemporary complex information environment, the formation process of social psychology and the interaction process between individuals are relatively complex. Therefore, in this process, different factors affect each other, and the psychological impact on contemporary college students is also complex. College students are exposed to external social information, and the imperceptible influence of information of different values on students' psychological state will eventually act on students' behavior. Traditional culture education in college Chinese teaching can exert a subtle influence on college students, which can be called "the influence of spiritual environment" in social psychology. Social psychology believes that the

material world that human senses can directly feel will form a reflection of social environment in human spiritual world, which is called spiritual environment. The spiritual environment seriously affects people's social behavior, but the interaction between people and the spiritual environment is not actual experience, but psychological experience. Based on the theory of spiritual environment, college Chinese teaching, as the main humanities subject backed by Chinese culture, is very suitable for the integrated teaching of traditional culture education. In the Chinese subject integrating traditional culture and education, the traditional teaching method is divorced from the daily life and psychological state of contemporary students to a certain extent, and the teaching method based on social psychology can make up for this shortcoming. Through the use of traditional culture for psychological hint and intervention, the traditional cultural values are rooted in the students' psychological environment, and then provide methodology for students' daily social behavior, so as to improve students' cultural literacy and overall quality. Due to the close connection between college Chinese and Chinese traditional culture, the positive role of this traditional culture education is easier to be reflected. The integration of the two is an effective way to improve students' overall quality. From the perspective of students' psychology, students have psychological recognition of Chinese traditional culture to a certain extent. Through the effective use of this psychological recognition. It can help psychology traditional culture education achieve better results.

Objective: This study uses the theory of spiritual environment in social psychology to integrate the education of Chinese excellent traditional culture into college students' Chinese teaching, so that students are affected by traditional culture in their daily learning and life, so as to help students improve their cultural literacy.

Subjects and methods: This study uses interdisciplinary research method and random forest algorithm to apply the theory of social psychology into the pedagogy discipline. On this basis, it analyzes the impact of the teaching methods of social psychology on college students through the classification results.

Study design: This study takes Chinese department students as the main research object, carries out Chinese course teaching by using new teaching methods after teacher training, transforms the course content into quantitative, focuses on a questionnaire survey of students' learning results, delimits the quantitative dividing line of learning results according to different achievement levels, and finally classifies students' learning results by using random forest algorithm. Analyze the impact of different teaching methods on students' academic performance.

Methods: The main statistical and analytical tool used in this study is Excel. Through the classification and integration of data, this paper analyzes the impact of the new Chinese teaching method combined with social psychology and traditional culture education on students.

Results: In Chinese teaching, the benefits of traditional culture education to students are shown in Figure 1.

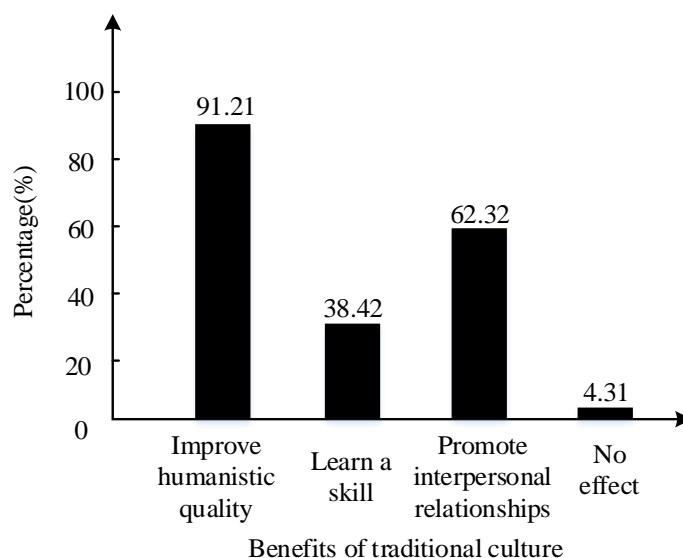


Figure 1. The benefits of traditional culture in Chinese teaching

Figure 1 the benefits of traditional culture education in Chinese teaching are mainly reflected in the improvement of humanistic quality, accounting for 91.21% of the total number, followed by the harmony of interpersonal relations, accounting for 62.32% of the total number, and the number of people who acquire skills accounts for 38.42% of the total number.

Conclusions: The application of psychology in college education can better grasp the violations of

traditional education methods against psychological science, correct them, and form a more effective teaching method. Based on the theory of social psychology, this study combines traditional culture education with college Chinese education, and exerts the influence of excellent traditional culture on students' most habitual learning behavior, so as to achieve better learning effect. In the new Chinese teaching methods, teachers should give full play to their leading role, pay attention to psychological effects, innovate Chinese teaching methods according to the actual situation in the teaching process, help students remove psychological obstacles in the learning process, create a more harmonious psychological environment, and promote students to improve their overall cultural literacy, Become a strategic learner with both morality and ability.

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THE INFLUENCE OF COLLEGE STUDENTS' RURAL EMPLOYMENT ON ALLEVIATING COLLEGE STUDENTS' EMPLOYMENT ANXIETY UNDER THE BACKGROUND OF THE NATIONAL STRATEGY OF RURAL REVITALIZATION

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Background: At present, the social employment environment is grim, and the overall social atmosphere has a strong sense of anxiety. In the process of job hunting, college students will inevitably face problems such as the inconsistency between psychological expectations and actual job conditions, difficult employment environment and highly competitive pressure. In this environment, college students often have concerns about the future. Then, with the spread of bad emotions such as employment difficulties, they fall into employment anxiety. Anxiety psychology is mainly divided into three types: objective anxiety, nervous anxiety and moral anxiety. Neurotic anxiety refers to an uncomfortable state that human beings show when fighting their own impulses. Moral anxiety refers to a certain contradiction between human behavior and secular morality, which leads to the choice anxiety of actors themselves. Objective anxiety, also known as realistic anxiety, is an anxiety symptom caused by the actual situation. Employment anxiety is based on the current situation of employment difficulties, which is typical objective anxiety. For objective anxiety, the most effective solution is to solve the objective facts causing anxiety symptoms at the objective level, that is, the current situation of employment difficulties. Rural revitalization provides a way to solve the objective facts causing anxiety symptoms at the objective level. Agriculture is one of China's basic industries, so the rural revitalization strategy is an essential key development strategy. The rural revitalization strategy includes both the revitalization of construction and the revitalization of talents. Only by cultivating skilled and professional talents that can be retained in rural areas can we ensure that rural areas have stable technical support in the process of development. Rural revitalization, as a macro strategy to relieve the pressure of urban employment and drive the development of rural technology and economy, provides college students with new employment ways and career prospects to a certain extent. It not only solves the bottleneck of the domestic employment environment but also brings a solution to the psychological anxiety caused by college students' employment difficulties.

Objective: Starting from the rural revitalization and rural employment policy of college students, this study explores the current situation of college students' employment anxiety and the impact of rural employment on this situation in the current employment environment with highly competitive pressure and bad industry situation.

Subjects and methods: This study combines the investigation and research method with the measurement model method, through the investigation data and substituting the measurement index dimension as a variable into the measurement model for cross-a impact analysis.

Study design: In this study, senior undergraduates in a university were randomly selected and investigated. In the process of investigation, in addition to the indicators related to anxiety self-assessment, they also measured from the scale of rural employment identity, which is mainly divided into two important parts: Employment optimism and professional identity. On this basis, a structural equation model is established to transform the dependent variable college students' employment anxiety and its independent variable into a binary variable.

Methods: In this study, Excel is used to make statistics and summary of the data from the survey, and computer algorithms are used to analyze the employment anxiety of college students and their recognition of rural employment.

Results: The rural employment identity of the surveyed students are shown in Table 1.

Table 1. Identity score

Identity description	Average score	Quantity
Do you like to develop professional knowledge in rural areas	3.96	300
Are you satisfied with the prospect of rural career development	3.91	300
Are you willing to engage in rural related occupations in the future	3.27	300
Overall average score	3.71	-

The scores of the sense of identity in Table 1 range from 1 to 5, indicating that the views are very positive, relatively positive, general, relatively negative and very negative respectively. It can be seen that the overall score of the sense of identity in rural employment is between general and relatively positive, with an average of 3.71 points. Among them, whether they like the professional knowledge of rural development and whether they are satisfied with the prospect of rural career development have reached more than 3.9 points, close to the relatively positive score.

Conclusions: In the harsh employment environment in the city, college students close to graduation are prone to serious anxiety, and the rural employment policy of college students under the rural revitalization strategy solves the source of students' anxiety from an objective point of view by solving the problem of college students' employment. After the analysis of professional identity, professional optimism and anxiety psychology in Jinguo, the results show that students maintain a relatively positive attitude towards rural employment, indicating that rural employment is one of the effective ways to solve college students' employment anxiety symptoms from the perspective of rural technology demand and college students' willingness.

Acknowledgement: The research is supported by: Project source: New Agricultural Science Research and Reforming Practice Project of the Ministry of Education (No. 360A08-07-2020-0025-1); New Agricultural Science Research and Practical Reform Project of Henan Province (No. 2020JGLX141); Project Name: Exploration and Practice of New Vocational Farmer Training System under the Background of Rural Revitalization.

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REFORM AND DEVELOPMENT OF EDUCATIONAL MANAGEMENT SYSTEM FROM THE PERSPECTIVE OF COGNITIVE PSYCHOLOGY

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Background: Cognitive psychology is a theory that focuses on the cognitive process in the process of individual growth. Cognitive psychology emphasizes that learning is the process of forming the knowledge structure. This process not only includes the absorption of knowledge, but also includes the internal processing and cognition of individual forces to a certain extent through the stimulation of the external environment. In this process, biased cognition may affect the growth path of individuals, and then have a serious impact on individual behavior. The student period is an important period for the sound development of individual personality. In the student stage, the individual's cognition of the world is not perfect and is easy to be misled by the external environment. With the growth, all kinds of psychological obstacles and psychological troubles gradually increase. If they are not dealt with, it is easy to lead to a certain degree of deviation in students' life cognition and world cognition, and finally lead to individual behavior deviation, Affect the lives of individuals and others. The traditional education management system is lack of attention to the cognitive psychology in the process of individual growth in the process of education, such as the backward educational organization structure in the field of psychology. The professional level of staff to solve students' psychological problems needs to be improved. The curriculum system lacks relevant courses to guide students' cognitive psychology and correct values. The overall education system lacks the characteristics of keeping pace with the times. The regulatory system is not sound enough and other characteristics need to be reformed and improved. In dealing with students' psychological growth, we

should not neglect management, but should adopt professional and targeted management. In this way, we should establish a relatively perfect mental health education system, teach students' professional knowledge and maintain students' personal psychological state and cognitive direction, through curriculum allocation, staffing, systematic supervision structure and system reform to cultivate students' good comprehensive physical and mental quality and promote the unified development of students' body and mind.

Objective: This study examines the modern education management system from the perspective of cognitive psychology, and on this basis, reforms the education management system without psychological education, so as to provide the correct development direction for students' psychological growth and improve students' comprehensive physical and mental quality.

Subjects and methods: This study mainly uses the methods of interview and factor analysis to collect data on students' psychological status and teachers' and students' views on the current education management system, and on the basis, establish the foundation for the reform of education management system under cognitive psychology.

Study design: This study selects freshmen from a university as the survey object. The age of the survey object is basically between 16 and 23 years old. The relevant data collection begins in the 8th week after freshmen enters the school.

Methods: SPSS17 was used in data analysis to make statistics and analysis of students' personality characteristics and psychological state.

Results: The psychological scores in the education management system are shown in Table 1.

Table 1. Teacher score statistics

Project	Mean score	Standard deviation of score
Mental health publicity	11.48	1.12
Importance of mental health	6.94	1.53
Importance of psychological counseling	6.35	0.86
Implementation degree of psychological counseling	3.99	1.13
Teachers' self-mental health assessment	7.93	1.46
Management system of mental health education	4.38	1.38

In Table 1, the average score of mental health publicity is the highest, reaching 11.48 points. It can be seen that in the view of teachers, the construction of mental health publicity is the most insufficient, followed by the attention to mental health, which is 6.94 points. Among them, the average score of the implementation degree of psychological counseling is the lowest, which shows that the implementation of this aspect is relatively in place.

Conclusions: After decades of gradual development and improvement, the domestic education system has formed a relatively complete system and norms, but new problems are still emerging one after another. Students in the new era have more obvious characteristics, so relevant reforms of the domestic education system are also needed to adapt to this characteristic. This study examines and reforms the domestic education management system from the perspective of cognitive psychology, so as to create an operation mode that pays more attention to students' mental health and cognitive tendency from the three levels of schools, teachers and students, so as to lay a foundation for building an education system that is more suitable for students' actual learning life and psychological state, and improve students' comprehensive physical and mental quality, provide psychological plans and solutions for the problems that students may encounter in the process of growth, and help students grow more healthily.

Acknowledgement: The research is supported by: Collaborative education project of the Ministry of education in 2020: Practical Research on the teaching reform of entrepreneurship foundation in Colleges and Universities Based on the concept of flipped education. Project No.: 202002015050.

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APPLICATION OF HUMANIZED NURSING INTERVENTION IN THE NURSING OF SENILE EPILEPSY

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Background: Epilepsy is a neurological disease that seriously endangers the health and quality of life of modern residents. Head trauma, brain tumors and nervous system diseases are the common causes of epilepsy. There are about 50 million cases of epilepsy in the world, of which the number of domestic cases has reached 9 million, accounting for nearly one fifth of the total number of cases. Among them, the elderly, as a multiple period of epilepsy, accounts for a great part of the group of epilepsy. Epilepsy is often accompanied by characteristics such as transient and repetitive in the course of disease, so patients often suffer great pain, and about 30% of them are still ineffective after several years of drug treatment and need to be intervened through surgery. Due to the characteristics of the above diseases, patients with epilepsy are often accompanied by common symptoms such as depression and anxiety. Therefore, humanized and personalized nursing of patients' psychological and physiological states in nursing work is an important topic of related medical nursing. Positive psychology believes that patients are individuals with self-awareness and self-care ability, and the universal law that can produce positive tendencies can often play a positive effect in brain diseases, neurological diseases and other chronic diseases. The improvement of patients' psychological resilience in terms of self-efficacy, positive and optimistic attitude is conducive to the progress of the disease. Humanized nursing through the observation of patients' psychological characteristics, and then give personalized psychological nursing, help patients correctly understand the condition, alleviate patients' psychological pressure, and improve patients' treatment and nursing compliance. Through this humanized nursing, we can actively treat the patients' depression, anxiety and other concurrent symptoms, improve the patients' self-efficacy and quality of life, and improve the treatment effect.

Objective: Through humanized and personalized nursing, this study improves the self-efficacy of patients from the psychological level, and has a good inhibitory effect on the anxiety and depression symptoms of epilepsy, so as to help elderly patients with epilepsy obtain better treatment effect and quality of life.

Subjects and methods: Through the method of comparative experiment, this study compares the team carrying out humanized and personalized nursing with the patient group only using traditional nursing methods, and analyzes the impact of humanized nursing methods on the treatment effect and quality of life of patients from the aspects of patient psychology and patient nursing results.

Study design: This study selected 70 patients who received surgical treatment in a hospital as the research object. The average age of the research object is between 65 and 75 years old. 70 patients are divided into intervention group and control group. The intervention group adopts humanized and personalized nursing methods, and the control group adopts traditional routine nursing methods. The nursing effect is analyzed by comparing the treatment effect and psychological state of patients.

Methods: SPSS18.0 was used in this study statistical software for statistical analysis, in which $P < 0.05$ means statistically significant.

Results: The compliance analysis of patients before and after intervention is shown in Figure 1.

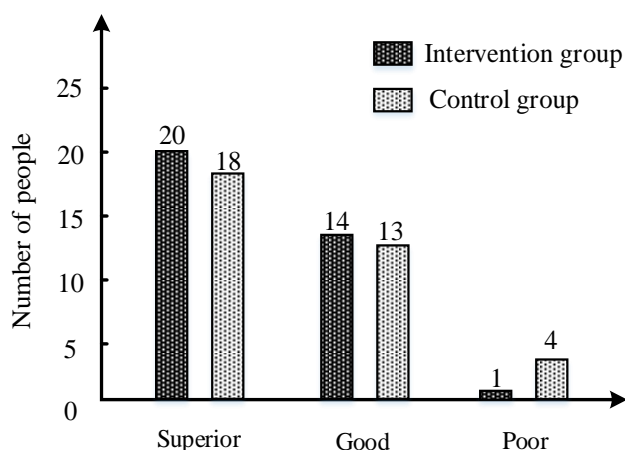


Figure 1. Compliance analysis

The patient compliance in Figure 1 is mainly manifested in the patient's compliance in clinical nursing and observation, which is divided into excellent grades, that is, actively cooperating with nursing work. Good, that is, can cooperate with nursing work under the supervision of others. Poor, that is, it is difficult to cooperate with nursing work. It can be seen that the number of people in the intervention group who can cooperate with nursing work actively or under the supervision of others is relatively more than that in the control group, while the number of people who do not cooperate with nursing work is significantly less than that in the control group. The patient compliance in Figure 1 is mainly manifested in the patient's

compliance in clinical nursing and observation, which is divided into excellent grades, that is, actively cooperating with nursing work. Good, that is, can cooperate with nursing work under the supervision of others. Poor, that is, it is difficult to cooperate with nursing work. It can be seen that the number of people in the intervention group who can cooperate with nursing work actively or under the supervision of others is relatively more than that in the control group, while the number of people who do not cooperate with nursing work is significantly less than that in the control group.

Conclusions: Epilepsy is a chronic brain disease with a high incidence rate and recurrent attack. The quality of life in the long-term treatment and treatment period has a strong impact on the treatment of patients. Through the analysis of the effect of personalized nursing methods on patients with epilepsy in the process of this study. Humanized and personalized treatment includes patients' daily treatment and nursing and personalized psychological nursing. Through psychological evaluation, cycle-assignment, nursing implementation and other steps to improve patients' psychological state in the treatment process, it can increase patients' self-awareness and disease awareness, and improve the treatment instrument. Then from the perspective of positive psychology, improve the self-efficacy experienced by patients in the treatment process, and indirectly improve the treatment effect and quality of life of patients.

Acknowledgement: The research is supported by: Scientific research program of health and Family Planning Commission of Inner Mongolia Autonomous Region (No. 201703132). Scientific research project of Inner Mongolia University for Nationalities (No. nmdyb1726).

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THE ALLEVIATING EFFECT OF ENTERPRISES' DEVELOPMENT OF DIGITAL ECONOMY ON PSYCHOLOGICAL COGNITIVE IMPAIRMENT

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Background: In the theory of schema cognitive psychology, people's overall cognition is composed of countless human document makers who store information. These cognitive units are used to store the characteristics of external things, extract and summarize them. This cognitive structure has overall generality, that is, the knowledge extracted from a unit still has a certain degree of generality after being separated from individual situations. At the same time, this cognitive structure also has stability, that is, when people receive new knowledge, they will still use the form of assimilation with the existing structure to form the intergroup knowledge structure. Based on this theory, cognitive impairment can be roughly divided into two categories. One is conceptual cognitive impairment, that is, in the process of human cognition, the representations contained in the original information are not correctly extracted, resulting in the wrong nodes constituting the cognitive structure, resulting in cognitive impairment. The other is structural cognitive impairment, that is, although information is correctly extracted in the process of human cognition, it fails to form a stable structure in the process of assimilation with the old knowledge structure, resulting in cognitive impairment. In the process of employee training, structural cognitive impairment is a common type of obstacle. For employees with structural cognitive impairment, the development of enterprise digital platforms and related information systems is a more effective intervention means. By providing a platform for employees to transform virtual data into actual cognition, it can help employees sort out different information and remove cognitive impairment from sorting and application, in the process of training and on-the-job learning, employees often have various types of cognitive impairment caused by inadequate understanding of enterprise information system. At the same time, the digital information system can also summarize the cognitive impairment of employees in business through the mistakes of employees in operation, and then conduct centralized training for the parts with more cognitive impairment. In the training and business learning process intervention for employees with structural cognitive impairment, the development of a digital economy platform can establish a communication channel between enterprises and employees with structural cognitive impairment, and provide a means for modern cognitive impairment intervention within enterprises.

Objective: Based on the application of the digital economy system in the knowledge and innovative development of enterprises, this study explores the impact of the digital economy on the psychological cognitive impairment in the training of business knowledge and skills of enterprise employees through the effective application of the system.

Subjects and methods: This study mainly focuses on the longitudinal analysis and comparison of data, and analyzes the correlation between them by comparing the degree of cognitive impairment of employees

before and after using the digital economic system.

Study design: This study selects an enterprise adopting a digital economy system and resource allocation system as the data source. The operation records and training data of employees are collected and summarized by the digital economic system. After exporting the data, they are divided into different dimensions for impact analysis.

Methods: In this study, the chain substitution method is used to calculate the influence degree of factors in the change process of economic indicators. In this method, when multiple factors interact and act on the same indicator, one of them is regarded as a variable factor in a certain order, and other factors are regarded as fixed factors, and then the variable factors and fixed factors are replaced one by one, based on this, the replacement calculation is carried out respectively to determine whether the change of different factors has an impact on the change of the index and the degree of impact.

Results: According to the serial substitution method, the impact of employee cognitive impairment on enterprise benefits at different cognitive learning levels is finally obtained by continuously replacing factor variables, as shown in Figure 1.

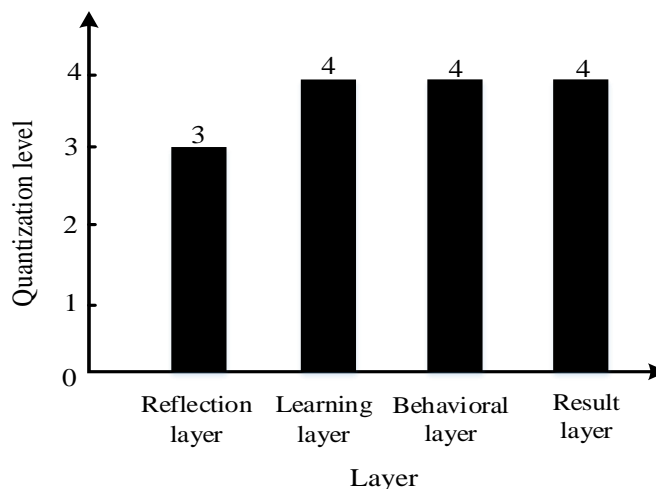


Figure 1. Compliance analysis

In the cognitive learning level of employees in Figure 1, the impact of learning level, behavior level and result level on enterprise benefits is level 4, reaching a significant impact. Only the reaction layer has a level 3 impact on enterprise benefits, reaching an obvious impact.

Conclusions: Under the emphasis of the market on innovative development and knowledge-based development, enterprises need to develop not only business ability, but also talent management ability in the process of management. However, in the actual employee training, it is often difficult for employees to really understand the training or business content, resulting in cognitive impairment. The application of the digital economy system in enterprise talent management can effectively solve this problem. Through the system business operation and training transformation, it can help employees form a correct understanding of business details and improve their business level.

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THE CULTIVATION PATH OF STUDENT ACTIVITIES TO COLLEGE STUDENTS' SOCIALIST CORE VALUES FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology is a science that focuses on individuals in educational situations. Educational psychology is the combination of general psychology and pedagogy system. In the research process of educational psychology, there are three different research directions from different angles. One is to take pedagogy system as the main research basis and apply psychology as a tool in classroom education

practice research and education system practice research to cultivate students with sound physical and mental development, improve students' comprehensive quality. The second is to take the psychological system as the main research basis, and think that educational psychology must take human psychological phenomena as the main research object, determine its theoretical system through the law of psychological activities in educational activities, and explore the psychological law in the process of family education, school education, social education and even lifelong education. Third, it is not necessary to deliberately distinguish between pedagogy and psychology, but should organically combine the two, explore psychology in the process of education, and use psychological laws to assist teaching. The third perspective of teaching psychology is used in this research. As a very important part of college students' study and life, student activities occupy a lot of daily time of college students. Compared with classroom teaching, many college students are more willing to participate in student activities and are more vulnerable to the psychological impact of student activities. From the perspective of educational psychology, this study integrates the socialist core values into students' activities, and carries out activities with both guiding and interesting values in students' activities. Through similar student activities, strive to make students experience the sense of belonging in the socialist core values in their personal participation, organically combine values with life methodology, comprehensively improve their comprehensive quality, and lay a positive foundation for not being misled by wrong values when contacting external society in the future.

Objective: Through the organic combination of educational psychology and socialist core values, this study carries out student activities that combine teaching with fun. In this way, it strives to provide students with a reliable value guidance system in daily student activities, help students distinguish external ideas and improve their comprehensive quality.

Subjects and methods: This study uses both theoretical analysis and factor analysis. Based on the theory of educational psychology, this study analyzes the factors of the relationship between student activities, student psychological state and socialist core values, finds the interrelated links, and further analyzes the ways in which the factors affect each other.

Study design: This study selects indicators from the three dimensions of student activities, students' psychological state and socialist core values for analysis. On this basis, it selects the element combination analysis method to analyze which elements have the most significant impact on students in the process of accepting socialist core values.

Methods: In this study, the records of student activities are provided by relevant schools, and the freshmen with the highest frequency of participating in student activities are selected as the research object. On this basis, through a large number of observation and factor combination analysis, this paper studies the positive impact of student activities on students' acceptance of socialist core values, and uses IBM SPSS Statistics 20 for statistics.

Results: In the process of students' acceptance of external ideas, the impact of different behavior elements on students' acceptance of ideas is shown in Figure 1.

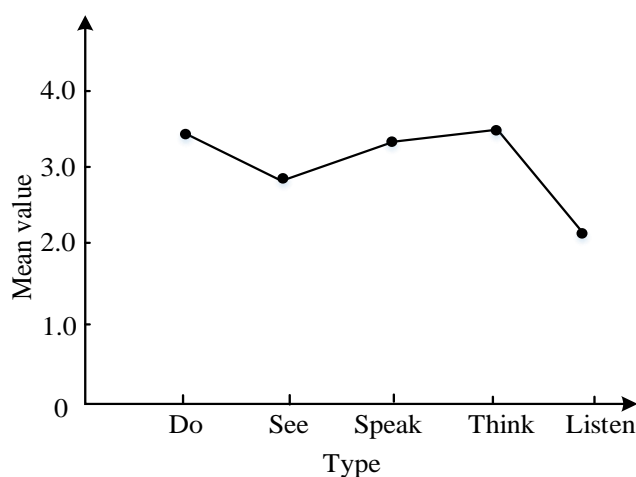


Figure 1. Element combination analysis

Among the behavioral elements in Figure 1, the average scores of “doing”, “seeing”, “speaking” and “thinking” are higher, reaching more than 3.0 points. It can be seen that in the process of students' concept acceptance, the activities carried out through personal practice and thinking are easier to help them understand and accept the concept. The average score of “listening” is low, below 3.0. It can be seen that traditional classroom teaching is not enough to make students accept socialist core values, and student

activities have more advantages.

Conclusions: Compared with classroom education with a strong sense of dogma, student activities can provide students with more flexible and effective guidance on values and methodology. Based on the theory of educational psychology, integrate the socialist core values into students' activities, increase the interest and extensibility of students' activities, and promote students to feel the positive sense of belonging in the value orientation in relevant students' activities, so as to provide methodological guidance for college students' daily behavior and improve their comprehensive quality.

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LOGICAL THINKING OF VOCATIONAL EDUCATION PROMOTING SOCIAL EQUITY FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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Background: According to Adams's equity theory in social psychology, the source of social equity is often not the absolute value of resource return obtained by individuals, but the relative value of resource return generated in comparison with other individuals in the same level of society. When individuals in society perceive that their individual resource return value is far less than the input value, they will feel unfair, that is to say, social equity comes from social groups receiving almost the same resources and resource returns. Although the theory of common balance from the perspective of psychology shows its subjective limitations to a certain extent, it is worth affirming that the theory of social psychology recognizes social equity as a psychological perception, which is actually based on social comparison and social comparison reference body. Human psychological perception is the reflection of the external objective world, and this reflection is not carried out independently. The difference between social comparison behavior and comparison reference can often lead to individual different attitudes towards social equity. In addition, from the perspective of social psychology, vocational education is also attractive to social individuals. On the one hand, this attraction comes from the recognition of their own value and social value. For individuals who lack the opportunity to participate in higher education, on the one hand, they are eager to realize their social value and can get a more reasonable return on resources compared with their own reference materials. On the other hand, they are worried that due to the lack of educational opportunities, they can obtain fewer social resources than other individuals in the same level of social groups, The contradiction between these two aspects is the contradiction between social individuals' fairness and efficiency from the perspective of psychology.

Objective: By analyzing the promoting relationship between vocational education and social equity, this study finds out the focus in the process of interaction, and then lays a theoretical foundation for solving the psychological problems of vocational education groups, promoting the psychological equity of vocational education groups, and improving the mental health level of vocational education groups.

Subjects and methods: Through the analysis of the current situation of vocational education, this study combines the social psychological fairness of social individuals with the allocation of vocational education resources and industry conditions from the perspective of social psychology, and analyzes the promotion relationship between vocational education and the social psychological fairness of vocational education groups through the correlation and function between them.

Study design: In this research process, the industry survey method and data analysis method are combined to study the correlation and influencing factors between the two by investigating the data status of the vocational education industry in recent years and analyzing it with the social fairness of social individuals.

Methods: The vocational education industry data in this study are mainly provided anonymously by insiders in relevant industries. In the research process, the data correlation characteristics are analyzed by data feature analysis method.

Results: The satisfaction of the current domestic vocational education group with the current situation of the domestic vocational education industry is shown in Figure 1.

As can be seen from Figure 1, at present, the largest proportion of personnel is the two sub categories of very dissatisfaction and relatively dissatisfaction in the general category of dissatisfaction, accounting for 31.35% and 32.48% of the total resources respectively. The second is the group with general feelings about the situation of domestic vocational education industry, accounting for 19.03% of the total resources, while

the very satisfied group only accounts for 6.66% and the more satisfied group 10.48%, and the sum of the two is less than 20% of the overall number. It can be seen that the current domestic vocational education groups are dissatisfied with the situation of the industry, the psychological state is difficult to balance, and the problem of poor mental health has been very common.

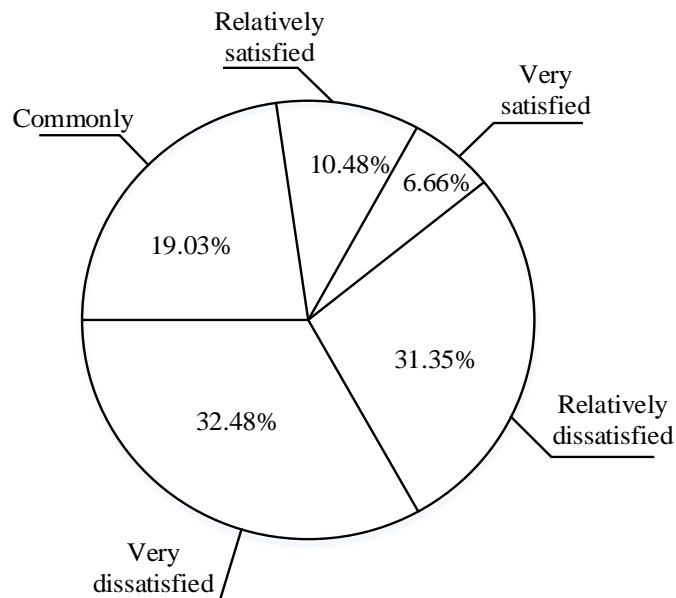


Figure 1. Distribution map of educational resources

Conclusions: Social equity embodied in vocational education is a reasonable demand of modern society. At the level of social psychology, this sense of social justice depends not only on the absolute distribution of resources, but also on the comparison between different social individuals. The development mode of the future society is the development mode dominated by the knowledge-based society. This environment brings about the rapid changes of society and the rapid popularization of technology. In this environment, it is very necessary to realize the fairness of vocational education. This is not only the goal of economy and politics, but also the goal of giving consideration to the psychological state of social groups and the state of social individuals. By deepening the popularization of vocational education, improving the coverage of vocational education in different social strata, making socially vulnerable groups have social skills security, and making people participating in vocational education experience a more equitable distribution of social resources, which is the best way for Chinese society to develop towards freedom and equity.

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INNOVATIVE APPLICATION OF USER EXPERIENCE AND INTERACTION DESIGN FROM THE PERSPECTIVE OF PSYCHOLOGY

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Background: Psychology divides the world into two closely related wholes, one is the objective world that the outside world does not change with the individual will, the other is the individual subjective world formed by mapping the external objective world, and human senses are the channels that connect the objective world with the subjective world and make it interact with each other. The process of interaction design is the distinction between the subjective world and the objective world in psychology. The system interaction module is the object in the objective world, and the psychological activity generated by users when using the interaction module is the cognition in the subjective world. In the process of design, we should not only focus on the objective object, but also focus on the psychological cognitive activities behind the object. From the perspective of cognitive psychology, when people perceive things, they have the characteristics of pursuing the internal and external harmony of things, that is, when human beings face a cognitive object with complex internal structure, they tend to perceive the overall structure of the object

first at the psychological level, and only focus on the various structures and elements within the structure. After reaching the understanding of internal structure and elements, human beings still tend to reorganize all parts in the psychological cognitive environment and preserve memory in a holistic way. This psychological cognitive process is the process of how human beings acquire, store and process external information. In interactive design, the interactive process of transmitting information to users and receiving user information feedback is extremely dependent on users' psychological experience. The product design idea of "user-centered" is actually expected to provide users with an overall impression that is easy to understand and use in the process of user use. Using the characteristics of human cognitive psychology, users' experience can be improved through the design of internal details and the overall architecture of the system.

Objective: This study uses the characteristics of human cognitive psychology in psychology to analyze the focus of users' psychological experience in the process of using the interactive system, and provides a theoretical basis for interactive design.

Subjects and methods: This study takes interactive design users as the main research object, and explores the elements that should be paid attention to in the design of the interactive system by studying the psychological experience and cognitive status of users in the interactive system, so as to provide a grasp for the design of modern information interactive system.

Study design: This study uses case analysis and quantitative and qualitative analysis to analyze the interaction between interactive system and user experience. On this basis, it uses induction and summary method to put forward practical and feasible innovative design countermeasures and put forward suggestions for the development direction of information-based interactive design.

Methods: This study exports user-related data from the background of the user interactive operating system as the data basis of case analysis.

Results: The importance of the psychological experience of operating users in the process of using the interactive system is distinguished as shown in Figure 1.

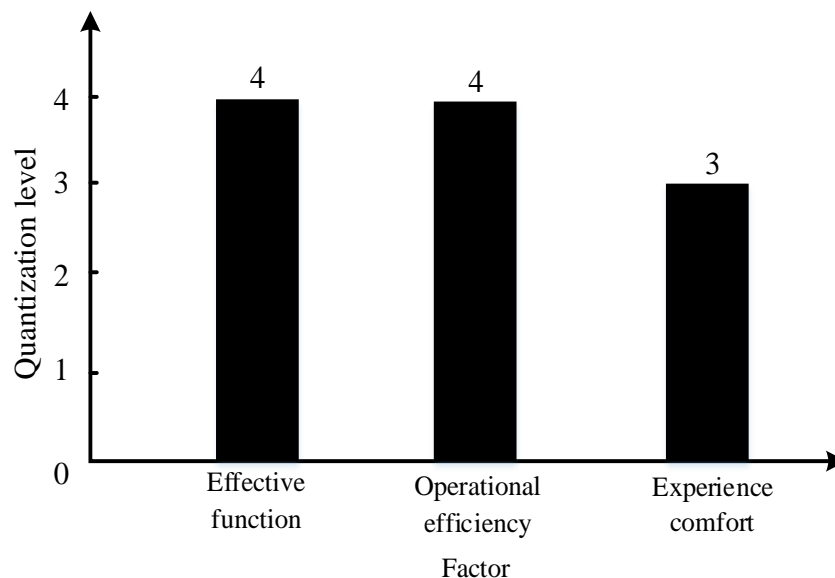


Figure 1. Importance of user psychological experience

Among the three different types of psychological experience in Figure 1, functional effectiveness, operation efficiency and experience comfort, the importance of functional effectiveness and operation efficiency reaches level 4, which is very important. Compared with the first two items, the importance of experience comfort is slightly weaker, only reaching level 3, which is more important.

Conclusions: Since the development of information interaction system, the problems that can be solved after increasing the direct cost, such as the improvement of speed and efficiency, which need to be solved in the initial stage, are no longer the main problems that need to be solved urgently between users and the system. The new interactive design needs to combine design with cognitive psychology to design and optimize the system from the user's psychological experience and cognitive effect. These small designs can be expressed through multiple classification modules such as business information, interactive experience, emotional content and visual design. Then, through system integration, a user-centered interactive system with a high possibility of realization is formed to improve the user experience on the basis of ensuring the

use effect of the system.

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PRACTICE AND EXPLORATION OF COLLEGE COUNSELORS IN IDEOLOGICAL AND POLITICAL EDUCATION FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology is the product of the combination of psychological system and pedagogical system. It takes the psychological law in the teaching process as the research object. Although the words “teaching” and “learning” have two different objects of teachers and students in the pedagogical system, educational psychology believes that teachers and students are not separated from each other. They are interrelated and interact with each other. Only when teachers and students are a dynamic whole can the psychological law exist. As a special kind of college teachers, college counselors are not responsible for students’ curriculum learning, but for students’ daily life, students’ activities and ideological guidance. In other words, counselors are teachers closest to college students’ actual study and life. Therefore, this identity is also the easiest to show the effect of ideological and political education, at the same time, the use of educational psychology can also properly guide the counselors’ contact and mutual psychological role with students in their daily study and life. Counselors play an important role in Ideological and political education, and there is also an important connection between educational psychology and ideological and political education. First of all, they have common educational objects, and they have public awareness in the guidance of students’ psychological activities and values. Secondly, the main contents of Ideological and political education and educational psychology are composed of psychological elements such as belief and will. Both of them can help students to adjust their behavior and maintain their good values. Finally, educational psychology and ideological and political education share the same goal of talent training. Both of them aim to cultivate builders and successors of socialism with Chinese characteristics with ideals, culture and morality. Therefore, in the special post of counselor, the combination of educational psychology and ideological and political education has a certain unity, which is a necessary way for ideological and political education in colleges and universities to keep pace with the times and innovate the path.

Objective: Through the combination of educational psychology and ideological and political education in the post of counselor, this study provides a unified and innovative experimental path for ideological and political education in contemporary colleges and universities, helps college students improve their psychological and behavioral control ability, and provides an effective means for cultivating high-quality socialist heirs.

Subjects and methods: This study establishes a comprehensive index system for the subjective and objective factors of counselors’ Ideological and political education using educational psychology, and analyzes the elements on the basis of the index system to explore the relationship between counselors’ psychological education behavior and the effect of ideological and political education.

Study design: The data of this study are provided by the university. In the research process, a large number of observation methods are used to observe the ideological and political work of counselors in various colleges and departments in the university, and an index system is established. In addition, the statistical inference method will be used to infer the population through typical samples.

Methods: The establishment of indicators in the research process depends on the subjective standards of counselors to a certain extent, and the personal working methods of counselors are different. Therefore, the *t*-value test and other methods are used to test the statistical values.

Results: The score statistics of relevant elements of counselors are shown in Table 1.

Table 1. Subjective score and *t*-test

Value type	Practical application	Objective ability	Subjective desire
Standard deviation	1.01	0.82	0.66
Mean value	3.03	2.10	1.73
<i>t</i>	-13.62	-31.83	-22.81

It can be seen from Table 1 that in terms of subjective desire, the counselor group tends to carry out ideological and political education guided by educational psychology, but once it is implemented in

practical application, the attitude of the counselor group will be loosened.

Conclusions: In view of the particularity of the position of counselor, using educational psychology to carry out ideological and political education in this position has become a more effective value teaching method. Counselors should make active use of the psychological activities generated by the interaction between teachers and students in educational psychology, clarify their own role orientation, improve their own knowledge literacy, and establish the working concept of “student-oriented” in students’ daily learning and activities. In addition, we should also adhere to the important concept of the combination of education and self-education, organize students to give full play to their subjective initiative, adhere to the combination of educational guidance and administrative management, and the combination of explicit education and implicit education, so as to promote students to form a perfect personal personality from multiple angles and improve their ability of concept judgment and behavior control.

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MULTIPLE COLLABORATIVE EDUCATION MODEL OF INDUSTRIAL COLLEGES FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Mental health is a kind of good and continuous psychological state and process, which is manifested in the individual’s vitality, positive inner experience and good social adaptability, which can effectively give full play to the individual’s physical and mental potential and the positive social function as a member of the society. Mental health includes at least two meanings: first, no mental illness. There are two kinds of positive psychological development. Colleges and universities need to improve the psychological quality of all students, fully develop their potential, cultivate students’ optimistic and upward psychological quality, and promote the sound development of students’ personalities. Research shows that the standard of mental health includes correct self-awareness, interpersonal coordination, gender role differentiation, good social adaptation, positive and stable emotion, complete personality structure, educational psychology belongs to pedagogy. It mainly studies various psychological phenomena and their changes in the process of educators learning and mastering knowledge and skills under the influence of education and teaching. Educational psychology can be applied to designing courses, improving teaching methods, promoting motivation, and helping students face the difficulties and challenges they face in the process of growth, with special attention to students with special educational needs. Secondly, positive psychology in educational psychology can enable students to overcome difficulties with an optimistic and positive attitude when facing difficulties and challenges in life. In addition, there are many viewpoints in educational psychology that can be applied to college education and can bring good effects.

At present, the current modern industrial college realizes the talent training goal of higher vocational education through industry education integration mechanisms such as school-enterprise cooperation and cooperative education, combined with government services and industry guidance. However, it does not fully consider the importance of educational psychology. Only by combining educational psychology, can industrial colleges better explore the operation mechanism of industry education integration, cultivate more professional and technical talents and serve the local economy. Applying educational psychology to solve the employment difficulties caused by unreasonable talent training types, enhance students’ confidence in overcoming difficulties and challenges, and further give full play to the role of educational psychology theory in the integration of industry and education, so as to better input talents and technology for enterprises and industry participants in the integration of industry and education. Modern industrial college is to cultivate talents needed by the enterprise market. Modern industrial college based on educational psychology is to face social organizations and cultivate talents with good professional ethics, cultural literacy and psychological quality.

Objective: Therefore, the purpose of this study is to explore the construction of a multiple collaborative education model of industrial college from the perspective of educational psychology, and then analyze the mental health problems of industrial college students.

Research objects and methods: Select 300 college students from the industrial college of a higher vocational college as the research object, build a diversified collaborative education model from the perspective of educational psychology, and teach the students for 6 months. Evaluate the effect of the school before and after teaching and the mental health problems of college students.

Research design: Students’ mental health problems were judged by Eysenck Personality Questionnaire

(EPQ). The questionnaire included 88 questions, including four subscales: extroversion (E), neuroticism (N), psychoticism (P) and concealment (L). The high score of P scale indicates that the subjects have pathological personality. A high score of E scale indicates extroversion, and a low score indicates introversion. A high score of N scale indicates emotional instability, and a low score indicates emotional stability. A high score on the L scale indicates that the subject has a high ability of concealment.

Methods: The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

Results: After teaching, the scores of EPQ subscales of college students were compared with those before teaching, and the differences were statistically significant ($P < 0.01$). Among them, the scores of E subscale after teaching were significantly higher than those before teaching ($P < 0.01$), and the scores of P subscale, N subscale and L subscale were significantly lower than those before teaching ($P < 0.01$).

Table 1. Comparison of EPQ scores before and after teaching

Project	Before teaching	After teaching	<i>t</i>	<i>P</i>
P	5.77	4.62	-7.607	<0.01
E	10.86	13.51	8.429	<0.01
N	11.42	9.33	-5.448	<0.01
L	12.36	10.25	-6.746	<0.01

Conclusions: The diversified and collaborative education mode of colleges and universities is the requirement of the development of market economy. All walks of life must take the road of win-win cooperation. The college of modern industry should consider its own development from the following aspects: first, the school foundation, combined with enterprise experience, integrates enterprise successful experience into the school's curriculum and professional construction, jointly shoulder the important task of talent training, jointly promote professional construction, and promote the rapid implementation of school-enterprise cooperation. Second, with the bold attempt of the school, enterprises should act as a strong backing to build public service centers and serve the transformation and upgrading of local industries. Third, talent training combined with product value-added, increase industrial added value, and make the smooth transformation and upgrading of local industries, which is also the responsibility and mission of higher vocational colleges.

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THE POSITIVE ROLE OF IDEOLOGICAL AND POLITICAL EDUCATION IN THE PSYCHOLOGICAL COUNSELING OF COLLEGE STUDENTS' MENTAL ANXIETY

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Background: The behavioral concept of psychological counseling originated from psychology, and then formed a more modern skill system through the integration with sociology, pedagogy and other disciplines. The integration of ideological and political education and college students' anxiety psychological counseling mainly refers to the counseling method of using the guidance of the values in ideological and political education, combined with psychological theories and skills, and promoting the transformation of college students' anxiety psychology in a good direction through the communication of discourse, words, practical activities and so on. For a long time, the ideological and political education in colleges and universities is closely related to the psychological state of college students. In essence, ideological and political education is an educational method with the main goal of promoting students to form correct ideological and political ideas. Compared with the basic mental health education, ideological and political education improves the values and methodology that students can follow, makes college students have the ability to distinguish different external ideas and information, and enables college students to think and experience independently in the process of growth without the interference of malignant ideas. Using the psychological counseling of ideological and political education to help college students resolve the psychological crux and get rid of anxiety from a higher perspective of improving college students' cognitive level, emotional control level and behavior control level. This way can help college students change their perspective on the world and form a sounder psychological personality. The starting point of college students' anxiety symptoms is mostly due to their psychological pressure caused by the interference of external information and their inability to correctly treat and deal with external information. This kind of psychological pressure

will not only seriously affect college students' personal study and life, but also affect students' behavior, resulting in many behavior disorder symptoms. In severe cases, it may also affect others' normal study and life. Combined with the psychological counseling method of ideological and political education, we can take the psychological phenomenon of college students as the starting point, follow the psychological laws and psychological characteristics of college students, and improve college students' psychological cognition and emotional tendency through explanation, explanation, empathy and experiment, so as to promote them to get rid of the psychological state of anxiety and the abnormal behavior caused by anxiety. Therefore, it is necessary and effective to actively apply the theory of ideological and political education in the psychological counseling of college students' anxiety, which is in line with the inevitable trend of the integration of ideological education and psychological education in colleges and universities in the future.

Objective: This study applies ideological and political education to the psychological counseling of college students' mental anxiety, and helps contemporary college students get rid of mental anxiety and form a sounder psychological personality by integrating ideological guidance education with psychological counseling education.

Subjects and methods: This study uses experimental methods and correlation analysis to explore the positive effect of the application of ideological and political education theory on students' anxiety counseling.

Study design: In this study, a temporary anxiety counseling institution based on ideological and political education was established in a university through experiments. The institution extracted students' psychological data from the freshman's admission psychological status database as the experimental basis, and selected students with anxiety to conduct counseling experiments with different methods, in the process of counseling, the psychological status of students is evaluated by week.

Methods: In this study, anxiety self-assessment indicators are used as the evaluation system when scoring students' cases.

Results: The correlation analysis between ideological and political education and students' mental health is shown in Figure 1.

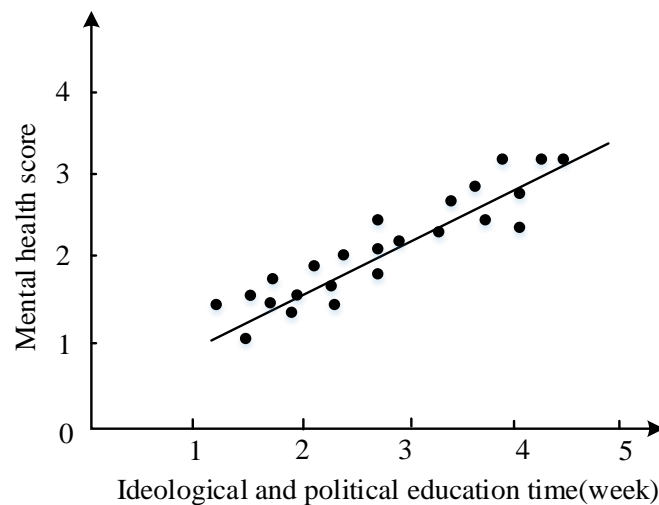


Figure 1. Correlation analysis

As can be seen from Figure 1, with the continuous growth of ideological and political education time, the psychological scores of college students with mental anxiety symptoms are also rising. It can be seen that ideological and political education can indeed play a positive role in the psychological counseling process of anxious college students.

Conclusions: With the development of information society, contemporary college students are more and more vulnerable to all kinds of wrong value-oriented information. The combination of college mental health education and ideological and political education has become an inevitable trend. Through the combination of the two, it can help students establish positive socialist core values, help students get rid of the psychological pressure brought by wrong information, promote students to form the habit of dialectically looking at things, and then fundamentally eliminate the source of anxiety psychology. The combination of ideological and political education and psychological counseling provides a more effective path for the effective implementation of efficient mental health work.

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THE ROLE OF IDEOLOGICAL AND POLITICAL EDUCATION IN ALLEVIATING THE COMMUNICATION AND ADAPTATION BARRIERS OF COLLEGE STUDENTS

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Background: Although there are some cases caused by objective conditions, most cases are caused by psychological factors of students or teachers. Therefore, when intervening in college students' psychological obstacles, we also need to start from the psychological level. College students' communication barriers are mainly divided into four types: self-caused communication barriers, objective communication barriers, environmental communication barriers and media communication barriers. A self-induced communication disorder is caused by psychological tendency. The source of self-induced communication disorder is often individual factors different from others. Under the guidance of this difference, it is difficult for individuals to establish an effective understanding and communication chain with other communicators. Objective communication barriers are communication barriers caused by the objects in the communication process, that is, there is a deviation in the cognition of the main objects of communication between the two sides, or the cognition of the main objects of communication by one side is far different from the normal social cognition, which makes it difficult for the two sides to understand each other due to the differences in cognition in the communication process, resulting in communication barriers. Environmental communication disorder mainly refers to the failure of communicators to communicate normally due to psychological pressure, behavioral inertia and other factors in some environments with obvious characteristics. For this kind of communication barrier, their communication ability can be properly restored when they leave a certain environment and reach a comfortable area. Communication obstacles are caused by the way one party uses the other party's communication. Among the above types of communication barriers, the communication barriers produced by college students are mainly self-caused communication barriers and environmental communication barriers, and the other two types appear less frequently. Self-induced and environmental communication barriers are mainly caused by students' psychological factors. College ideological and political education can help students get rid of the sense of pressure in a specific communication environment, establish positive ideas, eliminate negative psychological factors, and then help students build subjective and objective communication language and overcome communication barriers. At the same time, the application of ideological and political education in the intervention of communication and adaptation barriers of college students improves the comprehensiveness and compatibility of the education system.

Objective: This study applies ideological and political education to the guidance and healing process of communication adaptation barriers in colleges and universities, so as to help students establish a correct subject-object relationship and communication paradigm in the communication process, so as to alleviate the communication barriers of college students.

Subjects and methods: In the process of analyzing the effect of Ideological and political education on college students' communication barriers, this study uses BP neural network to classify the influencing factors between them, and judges its mitigation effect on college students' communication barriers by measuring the importance of factors in the implementation of Ideological and political treatment methods.

Study design: Through the characteristics of college students' communication barriers, this study excavates and classifies the factors that can have an important impact on communication barriers in the process of ideological and political education, and uses the characteristics of BP neural network connection weight to analyze the importance of different factors to study which factors in the treatment methods of ideological and political education have a great impact on communication barriers.

Methods: This study was conducted by factor importance test. The higher the importance, the greater the universality of the treatment of communication disorders.

Results: The importance and influence of different factors in ideological and political education on communication treatment barriers are shown in Figure 1.

The higher the importance of each ideological and political education factor in Figure 1, the greater its positive effect on the treatment of college students' communication barriers, and the more common its positive significance. The results show that the biggest impact on the enthusiasm of college students' communication barriers is the communication content factor, with a value of 0.84, followed by the communication environment factor, with a value of 0.82. The smallest impact on college students' communication barriers is individual comprehensive quality education, which is only 0.43.

Conclusions: Ideological and political education can alleviate the symptoms of communication obstacles of college students to a certain extent. It plays a positive role in college students' communication obstacles from five aspects: improving the individual comprehensive quality of communication subjects, optimizing communication content, improving communication media, improving communication environment and

coupling optimization of communication elements. In the process of ideological and political education, strengthening these factors can improve the effectiveness of dialogue, improve the understanding validity of college students for communication content, and promote the fit of communication consensus, so as to achieve the effect of intervention on the symptoms of communication obstacles of college students.

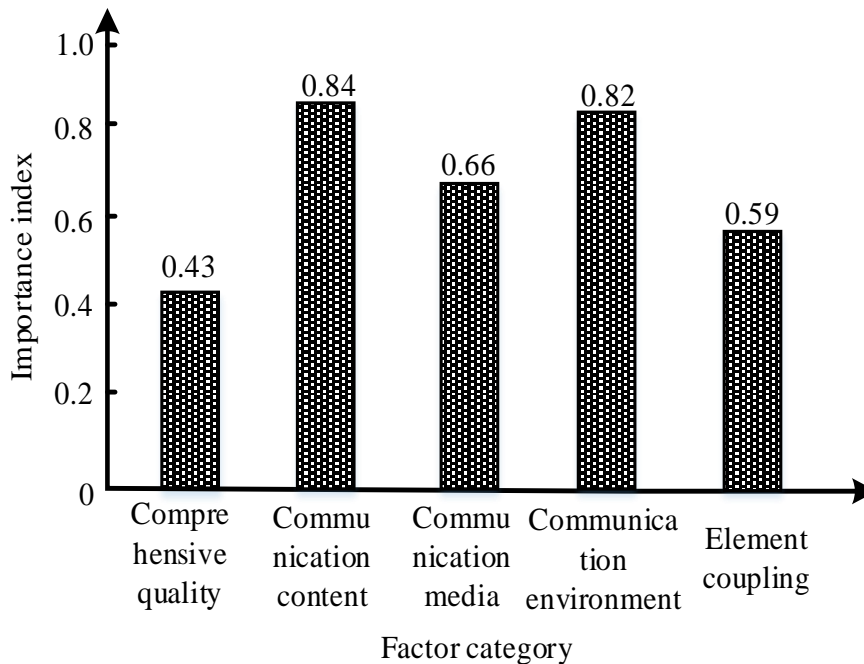


Figure 1. Correlation analysis

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INNOVATIVE RESEARCH ON THE INTEGRATION OF TRADITIONAL HAN CLOTHING ACCESSORIES INTO WOMEN'S CLOTHING BRAND DESIGN FROM THE PERSPECTIVE OF CONSUMER PSYCHOLOGY

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Background: Consumer psychology is the psychological activity produced when consumers choose and judge consumer goods according to their own psychological needs and selection preferences. Consumer behavior is produced under the action of consumer psychology. Therefore, the diversity of consumption behavior largely depends on the complexity of consumption psychology. Consumer psychology can be simply summed up as a directional behavioral motivation psychology, that is, consumer motivation is derived from consumer demand, and then a series of psychological changes of consumer behavior are derived from consumer motivation. The psychological needs of consumers are often generated from the necessary conditions for individual or group production and development under certain conditions. It reflects a certain lack of consumers' physiological or psychological experience. This lack is directly related to consumers' desire and appeal for consumption objects. Under the influence of consumption psychology, consumers' Consumption Motivation exists as an internal driving force connecting demand and action. It is not only the result of demand, but also the cause of action. Individual consumption motivation often has the characteristics of subjectivity, recessiveness and practicality. It has four functions: starting, pointing, strengthening and stopping. The initial effect is reflected in the driving force of consumption motivation on consumption behavior; Pointing behavior is reflected in the purchase direction of consumers; Strengthening behavior is manifested in the ability of consumption behavior to hasten and strengthen the next behavior; The suspension behavior is manifested in the suspension of consumption behavior when the consumption demand is met. Consumers have different needs and motives at different stages, and their behavior will also change greatly. It is extremely important to master consumers' consumption psychology in women's clothing

design. With the rise of traditional national fashion elements, adding traditional Han clothing accessories to women's clothing brand design is more likely to awaken women's deep sense of national identity and pride, so as to manifest this part of psychological needs and add power to women's clothing design and sales.

Objective: By analyzing the psychological characteristics of women's clothing consumers, this study integrates the traditional Han clothing accessories and characteristics into women's clothing brand design, so as to awaken the national identity needs of women's consumers and urge women's clothing design innovation.

Subjects and methods: This study uses the method of assigning perceptual elements to quantitative evaluation, uses the k-means method to analyze the data of traditional Chinese clothing accessories and elements, studies the contribution of traditional Chinese clothing accessories and elements to national style in women's clothing brand design, and further associates them with women's consumer psychology.

Study design: This study will number the elements of Han clothing decoration, traditional materials and colors such as embroidery, buttons, step shaking and earrings, and finally gather them into data groups with different characteristics. Cluster analysis is carried out by K-means method to study the influence of different characteristics of traditional Han clothing accessories on the degree of national style in women's clothing design. Then, the correlation analysis is carried out by investigating women's preference for traditional elements.

Methods: The data were analyzed by SPSS.

Results: According to the five main factors of pattern, color, style, detail and fabric in the process of dress design, this study carries out grouping and style analysis. The results of different clustering centers of K-means algorithm are shown in Table 1. Table 1 shows the design combinations of six groups of ethnic styles, among which the groups with "*" are more popular with women. It can be seen that moderate ethnic styles are more popular with women.

Table 1. Cluster center results

Essential factor	Group 1	Group 2	Group 3*	Group 4*	Group 5	Group 6
Pattern	3.61	4.01	3.44	0.36	0.65	0.25
Color	3.32	3.72	2.62	2.84	2.93	0.71
Style	3.62	3.41	3.16	3.91	3.02	3.52
Details	3.53	0.75	3.82	3.52	3.62	3.56
Fabric	3.51	4.12	0.95	3.33	0.63	1.91
Total score	17.59	16.01	13.99	13.96	10.85	9.95
Strength of national style	Strong	Strong	Secondary	Secondary	Weak	Weak

Conclusions: Consumers' consumption behavior is greatly influenced by their consumption psychology. By adding traditional Han costume accessories and elements to women's clothing design, we can arouse contemporary women's deep sense of national identity, and then promote the consumption demand at the psychological level. Traditional Han clothing accessories and elements can affect the overall national style of clothing from five aspects: pattern, color, style, detail and fabric, and then affect the preferences of female consumers. By controlling different elements in the design process, we can achieve the effect of improving the national style of clothing and the love of female consumers, and provide a new path for the innovative design of female clothing.

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THE DEVELOPMENT TREND OF NEW MEDIA IN 5G ERA BASED ON SOCIAL PSYCHOLOGY

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Background: 5G (5th generation) is the abbreviation of "the fifth-generation mobile communication technology". It is a new generation of broadband mobile communication technology with the characteristics of high rate and low time delay. This technology can interconnect people, machines and things, and provides great convenience for people's daily life and work. Since the release of the first 5G standard in 2018 and the subsequent networking construction, and then the combination of 5G technology with the

Internet of vehicles and the Internet, 5G technology has been integrated into all aspects of our life and greatly improved the quality of life and scientific and technological well-being. The 5G era not only represents the progress and innovation of information technology, but also accelerates people's cognitive level of innovative ways of information dissemination. Technology is an important driving force to promote information dissemination and media integration. Media integration is a new trend of media development in the digital era, and gradually presents the characteristics of media form, media pattern, communication channel, communication content, communication scope and user experience. VR technology, micro-video and artificial intelligence synthetic anchor are the products of the combination of 5G technology and new media. The innovation of forms and contents such as county-level financial media and cross-border cooperation has also greatly improved the user audience's sense of experience and satisfaction. 5G technology integrates the emerging products and forms under the development of new media, accelerates the deconstruction and reconstruction of the traditional media pattern, and connects the relationship among media, products, users and industries. However, there are still some restrictions on the popularization of its application scope, the guarantee of content emotion and the connection with the audience. The reason is that 5G new media technology takes less consideration of people's acceptance of technical products in the development process, and technology takes less comprehensive consideration of people's "individuality" and "sociality". While technology changes our way of life, we should also pay attention to the "temperature" between technology and humanities. The use of social psychology can effectively feedback people's feelings and needs to the society, so as to enable technical managers to create products and artistic presentation effects with more life, service and emotion. As a marginal science between psychology and sociology, social psychology is not only a branch of psychology, but also a branch of sociology. Its research content is a series of effects brought by the changes of individual psychological activities and their changes under specific social living conditions. The research scope of social psychology involves the individual level, group level and social level. In the process of socialization, the interaction and communication between individuals, groups and groups, individuals and groups have certain objective laws, which can better allocate resources on the basis of measuring the changes of people's psychological characteristics in society. With the help of social psychology, we can better deal with the relationship between individuals and group society, and speed up the growth and improvement of new things such as technology, so that it can provide more humanized services on the premise of conforming to the objective law. Scientific restraint of human behavior and continuous improvement of social security mechanism can effectively promote the social cycle, realize benign development, and ensure the normal promotion of social management and the vigorous development of technical media.

Objective: To further promote the depth and breadth of the combination of 5G technology and new media, promote the innovation of new media communication media and means, and make it better serve the audience. With the help of social psychology, the research effectively connects individual people with social groups, so as to explore the development trend of new media in the 5G era and make it more diversified, efficient and scientific. The innovation of technological media can effectively realize the accuracy of media products and the "boundlessness" of information dissemination, establish the conscience cycle and effective feedback among society, groups and individuals, and enrich the theoretical knowledge of social psychology.

Research objects and methods: 500 consumers, 5G technicians and media workers in a city were randomly surveyed by stratified cluster sampling, their opinions and feelings on the current development of new media were collected, and the influence of the Likert scale on the experimental data was graded, that is, from level 1-5, it indicates the degree of influence from light to heavy.

Method design: According to the differences of experience media technology products, consumers were randomly divided into experimental group and control group for comparative experimental analysis, that is, the subjects in the experimental group were invited to experience 5G new media product technology, while the control group experienced conventional media technology. The consumption feedback of the two groups before and after the experiment was collected. And feedback the two groups' demand for new media technology to technicians in order to explore the new development trend of new media in the 5G era.

Methods: SPSS statistical analysis tool and excel tool were used to analyze the experimental data as a whole.

Results: The technical products under the development of 5G technology and new media can effectively improve consumers' satisfaction with technical products, and the score data before and after the experiment are quite different, while the experience of consumers brought by conventional new media technology is poor. It is found in the data that the development needs of new media technology in the 5G era are gradually showing diversified and personalized characteristics. Table 1 shows the comparison results of the satisfaction scores of the two groups of subjects on the new media technology before and after the experiment.

Table 1. The two groups of subjects' satisfaction scores of new media technologies before and after the experiment were compared

Impact indicators		Satisfaction of basic functions of the product	Product innovation	User friendly design
Experience group	Before	4.19	3.21	3.25
	After	4.27	4.85	4.79
Control group	Before	3.92	3.46	3.18
	After	3.54	3.68	3.21

Conclusions: The application of 5G technology breaks the gap between virtual reality and the real world. Its integration with media technology enables information to construct a “virtual reality scene” in the process of communication, expands the scope of people’s contact and perception of the world, and gradually becomes a “witness” and “field observer” of news events in a three-dimensional and multi sensory reception situation. With the help of social psychology, it can promote the innovation of 5G media’s new technical means and the improvement of service quality, effectively build a communication bridge between individuals and social groups, and make the new media more humanized and accurate.

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APPLICATION OF INTELLIGENT TECHNOLOGY IN ELECTRICAL AUTOMATION CONTROL UNDER THE BACKGROUND OF COGNITIVE IMPAIRMENT

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Background: As a functional impairment disorder, cognitive impairment often leads to the reduction of the computational efficiency of human brain in calculation, orientation, structure and execution ability, and different degrees of cognitive impairment will have different effects on people’s overall function and survival function, resulting in abnormal information processing processes related to learning, memory and thinking judgment, and behavioral disorders. When patients with cognitive impairment perceive information, such as learning and memory, there is a deviation in understanding and perception of the form and content of information, which makes the functional imbalance of neural information in the process of activity, resulting in the conflict between the information person’s sense of information and the original cognition. The confusion of information increases the difficulty of information extraction. Mild cognitive impairment mainly refers to mild memory or other cognitive impairment beyond the allowable range of their age, with the normal ability of daily living. In the field of epidemiological research, it is found that the proportion of mild cognitive impairment is increasing year by year. Effective early intervention for cognitive impairment can improve the cognitive level of patients and improve their attention and understanding. The performance of the electrical automation control system will affect the group’s extraction of system software operation information, the use performance and evaluation of related products, and then produce different psychological feedback. And intelligent technology not only improves the efficiency of electrical automation control and enterprise efficiency, but also increases the difficulty for technicians to skillfully operate the control system and improves the employment threshold. Intelligent technology puts forward more requirements and standards for the performance of electrical automation control system, but the lack of technical proficiency and relevant working experience make the software designers of automation control system less consider the service needs and cognitive level of cognitive impairment groups in software performance optimization. Thus, this group has certain difficulties and potential safety hazards in the use of technology-related products. Considering the development of electrical technology and automation technology, we can further improve the cognitive ability of electrical professionals, and further improve their ability to adapt to the development of automation technology.

Objective: Starting from the needs of people with cognitive impairment, innovate and optimize the function of electrical automatic control technology, design a barrier-free electrical automatic control application system for patients with cognitive impairment, improve the optimization of electrical automatic control performance, such as the simplicity of calculation instructions and the differentiation of functions, and upgrade the application software of control engineering.

Research objects and methods: Some patients with cognitive impairment were selected as the research objects, and through their participation in the skill test of electrical automation control specialty, their problems in the practical application were collected, such as visual impairment of system instructions, difficulty in execution, etc. Then, the electronic automation application control model is designed to meet the cognitive practice needs of patients with cognitive impairment, in order to improve their professional practice ability and promote the development, application scope and promotion of electronic automation control.

Method design: After understanding the problems existing in the application and control of electrical automation in patients with cognitive impairment, optimize and improve the automatic control system, such as the integration of software function modules and the design of system instructions, and apply the improved automatic control system to patients with cognitive impairment, collect the remission of cognitive impairment and the improvement and intervention of patients with different degrees of cognitive impairment before and after the experiment, and explore the optimization direction and application prospect of intelligent technology in electrical automation control under the background of cognitive impairment through comparative experiments.

Methods: The correlation between cognitive impairment and the optimization of electrical automation system was explored with the help of principal component analysis, and then the data of cognitive score and practical ability of patients with cognitive impairment before and after the experiment were collected and sorted by the constructed optimization model and comparative experiment, and the experimental data were imported into statistical analysis tools for processing.

Results: The user needs of people with cognitive impairment are less met and reflected in the application of electrical automation control system, and the optimization of electrical automation system with the help of intelligent technology can effectively improve the cognitive level of this group in life and learning and improve their practical ability. Experiments show that the optimized electrical automation control system can effectively improve the cognitive level of patients with cognitive impairment in language understanding, mathematical logic, memory and so on. Table 1 shows the score statistics of cognitive impairment personnel on the electrical automation system before and after the experiment. The score value represents its satisfaction with the system.

Table 1. Statistics of satisfaction of patients with cognitive impairment with electrical automation system before and after the experiment

Index	Instruction pertinence	Ease of operation	Language comprehension
Before experiment	10.25±2.14	7.25±2.03	4.35±1.68
After the experiment	15.23±2.03	19.23±1.42	15.24±1.22

Conclusions: The application of artificial intelligence technology in the process of electrical automation control can not only promote the intelligent development and optimization of an electrical engineering system, but also effectively reduce the material, financial and human resources of enterprises. At the same time, from the perspective of cognitive impairment, promote the reform and innovation of automatic control application system, effectively improve the health level of patients with cognitive impairment, and promote the progress and application scope of the electrical automation industry to a certain extent.

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AN ANALYSIS OF THE CURRENT SITUATION OF ANCIENT CHINESE LITERATURE FROM THE PERSPECTIVE OF COGNITIVE IMPAIRMENT

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Background: The one and only ancient China's literary works embodies the essence and infinite wisdom of ancient sages and sages. It has a high literary appreciation value and unique artistic characteristics. It is the cultural connotation and wisdom crystallization of history. In Chinese ideology and culture, people have high subjectivity and ideology. Learning Chinese ancient literature is not only the inheritance of excellent culture and helps us enhance cultural self-confidence, but also plays a guiding role in our daily life and gives us some enlightenment and perception. However, at present, there are still great problems in the study of Chinese ancient literature, and the arrangement of the literature curriculum is still unreasonable. Ancient

literary works are the combing and integration of ancient history. They have the characteristics of a large time span, and their content and form have strong style characteristics, which makes students have some difficulties in understanding and absorbing knowledge. With the change of social conditions and the increasing openness and diversity of educational background, the class arrangement of ancient literature curriculum has been greatly reduced, and the content and form have also been impacted by foreign culture, resulting in a downward trend in teaching quality. The old and boring teaching mode and the neglect of the inheritance and integration of traditional culture in the teaching process make the originally obscure literary content more unfavorable to students' learning. The curriculum of ancient Chinese literature has gradually become a kind of teaching "decoration". Lack of understanding of our own culture, it is also difficult to achieve the inheritance and dissemination of culture, which will affect our cognition and understanding of some literary contents, and often show learning obstacles and learning difficulties. Learning disability is a form of cognitive impairment. Cognitive impairment refers to the impairment of cognitive processes, including memory, structural ability, executive ability, language understanding and expression. In serious cases, it will affect the overall function and quality of life of individuals. Cognitive impairment is usually manifested in the abnormal brain function responsible for learning, memory and thinking processing. The causes of the disease are diverse, such as the change of external environment, the adjustment of mental state, the impact of inherent thinking and cognition, etc. In the process of learning ancient Chinese literature, students need to speculate and understand more theoretical knowledge, but the shortening of class hours makes it difficult to understand the essence of literature and easy to fall into thinking misunderstanding. If it is not effectively alleviated and improved, this thinking misunderstanding will further affect our learning and daily judgment. Therefore, the analysis of the current situation of Chinese ancient literature from the perspective of cognitive impairment will help us better promote the quality of teaching, promote the dissemination of ancient literature and mobilize students' learning initiative and enthusiasm.

Objective: To improve students' learning ability of Chinese ancient literature, improve their thinking level, help them find appropriate learning skills in the current learning situation of the ancient literature course, and avoid falling into thinking misunderstanding and cognitive obstacles, which will affect their learning quality. The research evaluates students' problems in learning ancient Chinese literature from the perspective of cognitive impairment, and intervenes some students with cognitive impairment to improve their mental health and cognitive status, so as to better promote the learning of ancient literature and the cultivation of logical thinking.

Research objects and methods: By selecting three classes of students studying ancient Chinese literature in a university as the research object, firstly, collect and sort out the information on the current situation and existing problems of their learning ancient literature, and evaluate and grade them according to their cognitive level differences and existing problems. Then the students with cognitive impairment are intervened, and the experimental objects are randomly divided into groups to innovate the learning means and methods of the ancient Chinese literature course and analyze the improvement of students with cognitive impairment with the help of the improved teaching model.

Method design: Students with cognitive impairment symptoms were randomly divided into experimental group and control group. The experimental group studied in the improved ancient literature course, and the control group studied in the conventional teaching mode. The experimental time was 2 months. The relief of cognitive impairment symptoms and the effect of course teaching was compared and analyzed.

Methods: Based on the collection of students' problems and cognitive obstacles in learning ancient literature, the teaching methods and effects of ancient Chinese literature were quantitatively analyzed with the help of the meta-analysis method, so as to have a clear understanding of the current situation of literature education. Then, combined with the students' learning situation and the current situation of ancient literature teaching, innovate the curriculum teaching mode, apply the innovative mode to the curriculum practice, and process the experimental data with the help of the SPSS statistical analysis tool, in order to better explore the improvement measures and development trend of ancient Chinese literature curriculum.

Results: Cognitive impairment means that individuals have difficulties in language, memory and other aspects, and there are certain deviations and deficiencies in the cognitive level of things. The causes of cognitive impairment include not only the defects of their own congenital behavior, but also the influence of the external environment. Nowadays, Chinese ancient literature is in a new wave of innovation and integration. Promoting the innovation of curriculum learning from the perspective of cognitive impairment is conducive to the dissemination and development of Chinese ancient literature. Moreover, the cognitive level and mental health status of the students using the new mode of teaching have been significantly improved after the experiment, which has greatly improved the teaching quality, and there is a significant statistical difference in the teaching effect score between the two groups ($P < 0.05$). Figure 1 shows the scoring statistics of the teaching effect of the two groups of objects in the course of ancient literature.

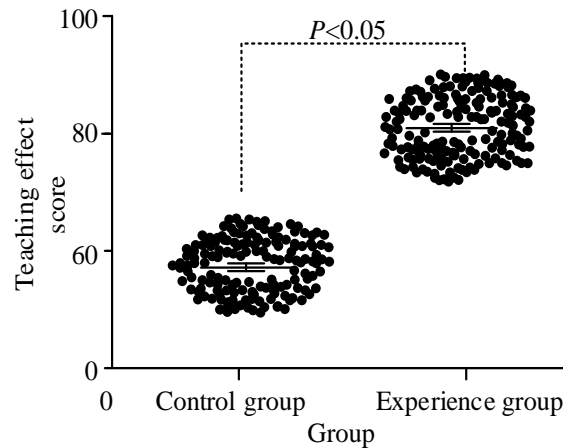


Figure.1 The scoring statistics of the teaching effect of the two groups in the study of ancient literature

Conclusions: Deeply excavating the literary value and social guidance in ancient Chinese literary works can effectively help us enhance the cultural connotation and value convergence, and enhance our affirmation and admiration of our own culture. Nowadays, Chinese ancient literature is in a new wave of innovation and integration. From the perspective of cognitive impairment, exploring the current situation and problems of the development of Chinese ancient literature can help us better think about the value and effective ways of cultural inheritance, and effectively help students improve their learning quality.

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THE PATH OF “CRAFTSMAN TYPE” PROFESSIONAL DEVELOPMENT OF TEACHERS IN VOCATIONAL COLLEGES FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology is the product of the combination of educational activities and psychology. It is a science to explore the psychological laws of teachers and students in the process of teaching. As a branch of psychology, educational psychology is different from psychology, which focuses on the broad laws of individual internal laws and external environment changes. It focuses on improving and strengthening teaching design, teaching principles and evaluation related teaching methods, so as to improve students' learning quality. The limitation and particularity of the research object of educational psychology make its law more practical, and pay more attention to teaching students according to their aptitude from the law of students' learning and the law of psychological change. Humanism advocates that psychology should study cognition as a whole, pay more attention to people's psychological activities, highlight the important incentive role of emotion in teaching activities, guide educational psychology to focus on students' self-improvement as the core, and believe that teaching is not only a cognitive process, but also a situational activity connecting individuals. When teachers who transfer knowledge intervene and guide students, they should pay more attention to the individual differences and group characteristics of students, and carry out targeted teaching practice. The quality of teaching effect is closely related to the degree of specialization of teachers.

Under the background of the new curriculum reform, the center of teachers' professional development lies in Teachers' continuous acceptance of new knowledge and improvement of professional knowledge literacy and teaching ability. The factors affecting their professional degree include personal factors, environmental factors and institutional factors. However, only the development motivation with internal driving characteristics can make teachers reflect and improve from their own point of view, according to their own teaching characteristics, teaching style and existing shortcomings, so as to achieve the overall improvement of their own quality. In addition to imparting theoretical knowledge, teachers in vocational colleges also focus on the cultivation and exercise of students' practical ability. In addition to implementing the teaching goal of Building Morality and cultivating people, vocational colleges pay more attention to cultivating students' practicality and professionalism. However, in recent years, the development of

vocational colleges has gradually fallen into the deadlock of “enrollment difficulty” and “graduation difficulty”. The reason for this problem is that the construction ability of teachers is not strong, students rely on Teachers’ teaching process, and students lack independent inquiry spirit and independent thinking ability in practical skills. In the context of the current teaching situation, teachers in higher vocational colleges should constantly improve their professional ability and quality, restrain themselves with “craftsman spirit”, and pay attention to the continuous polishing of teaching practice and achievements in the teaching process. At the same time, with the help of educational psychology knowledge, we can analyze the learning situation and formulate personalized plans for vocational school students, so as to improve the teaching quality and students’ professional practice ability, and encourage them to participate in professional competitions. Paying attention to the cultivation of teachers’ craftsman spirit and the exploration of professional path will help to improve the quality of teaching activities, ensure the employment rate of students and realize a virtuous circle between teaching subjects.

Objective: In order to better explore the professional development path of “craftsman” teachers and help them better carry out teaching activities, so as to improve students’ professional skills and practical operation ability. At the same time, improve the quality of Vocational Colleges and enrich the theoretical knowledge of educational psychology.

Research objects and methods: The study selected teachers and students from two secondary vocational schools to conduct a questionnaire survey, in order to evaluate the professional level of teachers and the problems existing in the current teaching, analyze their causes and explore solutions. At the same time, with the help of educational psychology, this paper constructs the professional development path model of “craftsman” teachers, so as to promote the professional development of teachers and the high-quality development of teaching.

Method design: Teachers were randomly divided into experimental group and control group. The experimental group conducted experimental teaching with the help of the professional development path model, while the control group used normal teaching methods and methods. The experimental time was three months. At the end of the experiment, the professional ability of teachers was investigated, and collect students’ feedback on classroom teaching to assist in testing teachers’ teaching effect.

Methods: The experimental data were collected and sorted out with the help of SPSS statistical analysis tool, and the results were analyzed to explore the professional development trend of “craftsman” teachers from the perspective of educational psychology.

Results: Educational psychology can effectively help teachers pay more attention to students’ psychological and emotional changes and key curriculum needs in the teaching process. When teachers use the path model to teach, they can continuously improve their teaching characteristics through students’ feedback, and greatly improve teachers’ professional knowledge ability and teaching ability. The professional knowledge ability of the two groups of teachers has significant statistical differences in the data scores before and after the experiment, and the score increases of different dimensions are also different. Table 1 shows the statistics of the proportion of students’ teaching satisfaction under different teaching paths after the experiment.

Table 1. Statistics on the proportion of students’ teaching satisfaction under different teaching paths after the experiment

Grouping	Degree of satisfaction	Proportion of people (%)
	Dissatisfied/A little dissatisfied	-
Experience group	General	12.9
	Relatively satisfactory	35.7
	With great satisfaction	51.4
Control group	Dissatisfied	9.7
	A little dissatisfied	18.3
	General	36.4
	Relatively satisfactory	18.9
	With great satisfaction	16.7

Conclusions: The change of teaching standards and the increase of students’ needs put forward higher requirements for teachers’ professional level. As an important subject in the teaching process, teachers’ teaching effect directly affects the teaching quality. Therefore, paying attention to the exploration of teachers’ professional development path and the focused cultivation of “craftsman spirit” can enable teachers to apply educational psychology to curriculum practice, keep pace with the times in teaching

reform, and realize a qualitative leap in teaching level and professional quality.

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PHENOMENON OF EMPLOYMENT ANXIETY IN HIGHER VOCATIONAL COLLEGES AND ITS INFLUENCE ON STUDENTS' EMPLOYABILITY

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Background: The reform of education system and the development of socialist market economy have accelerated the change of China's employment market. Job selection has gradually changed from the original “distribution arrangement” to “independent job selection”. In order to adapt to the change of market demand, most workers begin to seek the learning and training of professional and technical ability, which makes the number of Higher vocational colleges gradually increase. The over saturation of the labor market and the high recruitment standards of employers have virtually increased the employment competition pressure of students, resulting in negative emotions such as anxiety, worry and depression. Employment anxiety refers to the comprehensive reaction of students' negative emotions caused by the cognitive deviation between internal cognition and objective reality in the process of employment. The low adaptability of their majors to their posts, the improvement of the standards of employers, the large number of competitors and other factors will make students have negative emotions such as panic and anxiety when choosing a job. Students in higher vocational colleges generally have employment anxiety, and the number shows an upward trend. Appropriate employment anxiety can help students better understand the market demand and professional skill requirements, and have a preliminary understanding of the employment situation in advance, so as to urge them to continuously strengthen their professional knowledge and practical ability, and improve their competitiveness and advantages. However, excessive employment anxiety will affect their own objective evaluation of job demand and their own understanding of value, and blindly make employment choices or choose to avoid employment. In the long run, negative emotions will produce certain behavioral barriers for students, make them miss the best period of employment and career selection, and then urge students to continuously reduce employment standards, which is not conducive to students' long-term employment planning. The group difference of employment anxiety is significant, and higher vocational students are vulnerable to the influence of environment and others, resulting in poor self-adjustment ability, and weak self-cognitive deviation and environmental perception ability. If employment anxiety is not intervened and solved in time and effectively, it will have an impact on their employability. Vocational college students who have just graduated are in the stage of high interest and fighting spirit, strong learning ability and practical ability. If they fall into employment anxiety, they will doubt their ability, lose confidence in the employment market, and then have psychological and behavioral avoidance of employment problems, which promotes them to fall into employment anxiety in advance and ignores the improvement and learning of their professional ability. With the continuous change of employment market standards and the continuous saturation of the labor market, the employment difficulty will only be higher and higher, and the employment advantage of graduates will gradually lose. Therefore, students are very easy to fall into a vicious circle between employment anxiety and employability. Therefore, the research on the influence and intervention of employment anxiety in Higher vocational colleges on students' employability has high practical value for helping students better adapt to the employment market and actively guide their employment.

Objective: In order to reduce the negative impact of employment anxiety on students' employability in higher vocational colleges, help them actively alleviate their anxiety, and make an objective evaluation of the employment market and their professional ability, that is, do not set too high expectations, nor deny their own value and ability. Only in this way can we better guide students to adjust their psychological emotions, seek their own satisfactory employment opportunities with a positive attitude, explore the intervention mechanism of anxiety on employability, and reduce the negative impact of anxiety.

Research objects and methods: Randomly select two higher vocational colleges, and collect the information about the evaluation of anxiety and their own working ability with the help of anxiety scale and vocational ability evaluation scale. Then build an employment anxiety improvement mechanism model to intervene the students' anxiety, and evaluate and judge their employability and self-cognition level.

Method design: Firstly, after reasonably evaluating and grading the employment anxiety and employability of the research object, the influencing factors of students' employment anxiety are analyzed with the help of principal component analysis. Then, the experimental subjects were intervened by psychological emotion counseling and employment practice training to help them alleviate anxiety and improve their employability. The experimental time was one month, and the data before and after the experiment were statistically compared to explore the correlation between employment anxiety and employability.

Methods: SPSS analysis tool was used to process the data, principal component analysis was used to extract the factors affecting employment anxiety and test the regression coefficient, and anxiety improvement model and intervention methods were used to explore the improvement mechanism of employment anxiety on employability.

Results: When facing job selection and employment, students in higher vocational colleges who are about to graduate often have employment anxiety due to changes in the market environment and differences in the evaluation of their professional ability, such as fear, worry, anxiety and other negative emotions, which will have a negative impact on employment choice and the learning of daily professional skills. There are many factors causing students' employment anxiety, including both subjective and objective factors. Table 1 shows the statistics of the proportion of influencing factors of employment anxiety of graduates of different genders.

Table 1. Statistics on the proportion of influencing factors of employment anxiety of graduates of different genders

Type	Limited education (%)	Lack of professional skills (%)	Less employment options (%)	There are few recruitments information channels (%)	Vague employment orientation (%)
Boy student	22.3	22.5	14.7	16.8	23.7
Girl student	18.3	24.6	12.5	15.2	29.4

Conclusions: Employment is not only a key step for students to enter society from school but also a new stage in which they begin to feel and experience social changes in the form of individuals. There is a high correlation between employment anxiety and employability. Students in higher vocational colleges should actively make planning and cognitive preparation for entering the society, correctly evaluate their own strength and reduce employment anxiety. On the basis of understanding the current situation and requirements of the employment market, students do not evade or resist employment opportunities and employment choices, but constantly improve their professional quality and ability with a positive attitude, and actively find employment with full spirit and high morale.

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ANALYSIS ON THE GOAL CONNOTATION AND LEVEL ORIENTATION OF ANCIENT LITERATURE TEACHING FOR ANXIETY COLLEGE STUDENTS

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Background: Ancient literature can effectively improve cultural cultivation, enrich spiritual life, and change a person's speaking temperament and spiritual realm from inside to outside. The course of ancient literature is also designed to help students perceive the spiritual temperament and cultural connotation contained in literary works on the basis of imparting ancient literary knowledge, and improve students' cognition and identity of their own national culture. However, with the rapid development of market economy and the rise of "fast-food culture", people's profit orientation is gradually revealed, and they often have a utilitarian and urgent attitude to learn in the process of learning and cognition. Therefore, while accepting diversified knowledge, people gradually show a single and one-sided trend in the evaluation of cultural works, gradually get used to evaluating ancient literature with secular rating standards, and make a final conclusion on its value from the perspective of marketization and commercialization. However, the disciplinary nature of ancient literature is different from that of science and engineering, which directly affects real life. Instead, it focuses on guiding people to form a spiritual value and ideal belief internalized

in practice, and helping people add more “standards and frameworks” in judgment and decision-making. It is an important embodiment of the national cohesion spirit. The teaching goal and value of contemporary ancient literature refers to that in addition to ensuring the completion of the basic teaching goal, it can provide people with ideological weapons to solve problems, greatly improve people’s ideological realm and moral restraint level, and “Nourish Qi and spirit” with knowledge to realize the stable and long-term development of society. There are certain individual differences in the perception ability of literary works, and the learning method of this course does not have formula standards that can be “applied”, but pays more attention to learners’ accumulation and perceptual cognition, which makes some students who are difficult to complete their learning tasks prone to anxiety, worry and other emotions.

As the main body of the teaching mode, the enthusiasm and learning efficiency of students participating in the classroom will affect the teaching quality and the completion of teaching objectives. The psychological status of college students has not been fully developed, and they are very vulnerable to the influence of the surrounding environment and others. Different from the high school life of strict control mode, it is difficult for relaxed and free college students to invest in a better learning situation. The unpredictability of changes in things will also make college students have negative emotions such as anxiety in their daily life and study. Anxiety disorder is a very complex psychological and emotional disorder. Its clinical manifestations are usually motor agitation and sympathetic hyperactivity, often accompanied by negative emotions such as anxiety, shame, disappointment, anxiety and fear. Appropriate anxiety can make students in a more active learning state and have a more active attitude towards themselves and the environment. However, excessive anxiety will cause students’ resistance and affect the quality of learning and daily life. The study of ancient literature course is difficult for some students. Analyzing the target connotation and level positioning of the course and innovating the teaching mode can effectively alleviate students’ anxiety and improve the teaching quality.

Objective: To give full play to the value of ancient Chinese literature, make its education model have better teaching effect, and promote the innovation of its teaching model, so as to provide ideological and theoretical guidance for anxious college students, help them alleviate their anxiety, improve their mental health level, and help them better deal with daily life and learning problems.

Research objects and methods: Three classes majoring in literature education in a university were selected as the research objects. Firstly, the basic information of students’ anxiety and learning status was collected with the help of Self-rating Anxiety Scale (SAS) and observation method. Then, on the premise of focusing on the content and objectives of the teaching course of ancient Chinese literature, the mathematical model of the teaching quality evaluation system is established with the help of neural network theory to realize the innovation of teaching mode, and construct a new targeted and personalized teaching mode of literature course, and join the psychological state assessment to test the improvement mechanism of the practice and application of innovative teaching mode on anxious college students.

Method design: Under the condition of collecting the basic information of college students with anxiety disorder, this paper constructs a teaching quality evaluation model with the help of neural network to realize the innovation of literature teaching mode, that is, teaching content, teaching method, teaching effect, students’ ability to master knowledge and other indicators as the input layer and teaching quality as the output layer, the mathematical model is used to innovate the target connotation and level positioning of ancient Chinese literature, so as to give full play to its teaching value and realize the improvement and intervention of anxiety college students. Professionals evaluated the anxiety level and mental health status of students after the experiment, and explored the intervention mechanism of ancient literature teaching on anxiety college students.

Methods: The innovation of teaching mode was realized by neural network algorithm, and the experimental data were processed and analyzed with the help of statistical analysis tools, so as to better redefine the connotation and hierarchical positioning of ancient literature teaching objectives and alleviate the anxiety symptoms of college students.

Results: The innovation of Chinese ancient literature teaching mode, that is, to realize the reform of target connotation and level positioning, can effectively improve students’ initiative and easier to understand the spiritual connotation of literary works, so as to improve their self-awareness and alleviate their anxiety. Table 1 shows the general situation of routine behavior and cognition of anxious college students.

Conclusions: Chinese ancient literature has a good guiding role for socialist core values and cultural content, can effectively play the spiritual guiding role of traditional literature and realize the improvement of students’ overall quality. As an emotional disorder, anxiety disorder is easy to make students fall into an “emotional dilemma”, and then it is difficult to realize the correct evaluation of objective things and self-cognition. Innovating the curriculum objectives and positioning of literature teaching can effectively establish a “communication bridge” between students and literary works, and then help anxious college students alleviate their anxiety symptoms.

Table 1. General situation of routine behavior and cognition of anxious college students

Dimension	Mean	S.D.
Self-recognition value	2.325	0.647
Learning enthusiasm	2.897	0.843
Learning difficulties	3.751	0.615
Emotion regulation disorder	3.304	0.676
Learning perception	2.402	0.612
Self-efficacy	2.956	0.532
Evaluation objectivity	1.252	0.663

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ANALYSIS AND RESEARCH ON MENTAL DISORDER FACTORS IN JUVENILE DELINQUENCY

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Background: Juvenile delinquency is a kind of behavior that deviates from the social code of conduct and moral standards, touches the law and has social harm. The rise of its crime rate and the younger age of the group have aroused widespread concern in the society. There are many factors causing juvenile delinquency, mainly including environmental factors and individual factors. Environmental factors mostly come from their own family environment and external environment, while the main factor causing individual differences is personality factors. Teenagers are in a critical period of physical and mental development, and their cognitive orientation is not clear and objective enough. They are vulnerable to the incorrect guidance of others and make impulsive behavior, and then step by step close to the edge of breaking the law and crime. The personality theory that is easy to cause juvenile delinquency has a more influential theory is psychoanalysis theory. Psychoanalysts generally attribute crime to internal conflict and emotional disorders, as well as unconscious feelings of insecurity and incompetence. Swiss psychoanalyst Aichhorn once proposed latent juvenile delinquency, believing that the psychological expectation of juvenile delinquency is mostly long-term and latent, and when stimulated by a certain stimulus, its criminal psychology will accelerate the emergence of criminal behavior. The main inducement of juvenile delinquency is the emotional disorder caused by personality characteristics such as the immediate satisfaction of desire, the priority of self-satisfaction and the lack of guilt. However, there is no significant guiding role between emotional disorder and criminal behavior, and the main reason for focusing on emotional disorder is that social groups pay more attention to teenagers' emotional problems during juvenile trial. Teenagers' personality is not yet perfect, and they have strong curiosity and exploration desire for external things, but they lack correct evaluation and cognition of things, so there are cognitive bias and behavior bias. The common types of juvenile delinquency can be divided into socialized crime, psychotic crime, neurosis crime and social pathological crime. Some scholars believe that personality traits are important factors affecting criminal behavior, and pay more and more attention to juvenile personality traits. Sporadic juvenile delinquency is often impulsive behavior caused by an event and stimulating behavior. For frequent delinquency, it is necessary to explore its internal motivation and influence mechanism. It is undeniable that the lack of ability to regulate their emotions and spirit is related to juvenile delinquency. Mental disorder is the manifestation of obstacles in individual perception, consciousness, emotion, thinking and behavior. Under the control of morbid psychology, patients often commit suicide or attack and hurt others. Teenagers with poor control behavior will have self-doubt and lead to spiritual internalization without the correct guidance of family and society. Exploring the mental disorder factors in teenagers' illegal and criminal behavior will help to better analyze the causes of their criminal behavior, and then guide the healthy growth of teenagers.

Objective: Juvenile delinquency has great harm to society, families and individuals, and adolescents are in a critical period of physical and mental development. Analyzing the pathological mental state in juvenile delinquency is helpful to correctly guide adolescents to recognize and evaluate themselves and their surrounding environment, reduce the crime rate and ensure the stable development of society.

Research objects and methods: Firstly, the research uses big data algorithm to collect cases of juvenile delinquency, collect individual basic information, and analyze the motivation of crime. Then, taking 100

teenagers of different types of crime in a crime Institute as the research object, first collect and sort out the basic data of teenagers' psychological and mental status with the help of psychological disorder detection scale and mental disorder scale, and then use principal component analysis to explore the correlation between illegal and criminal behavior and teenagers' mental disorder.

Method design: After collecting the basic information and scale information of juvenile delinquency, the factors affecting juvenile delinquency were analyzed by principal component analysis, and the experimental data were tested by Bartlett sphericity test. Then the subjects were divided into experimental group and control group. The experimental group was trained with targeted psychological emotional counseling and mental state guidance, while the control group was only trained with psychological counseling. The experiment lasted for three months. After the experiment, psychological experts reassessed the mental status and criminal psychological tendency of the two groups of teenagers, and compared them with the data before the experiment, so as to better explore the correlation between juvenile delinquency and mental state.

Methods: The data were processed by SPSS analysis tool, and the correlation between criminal behavior and mental disorder was analyzed by principal component analysis.

Results: Through the intervention analysis of mental disorder factors in juvenile delinquency, it was found that adolescents were prone to psychological distortion and mental problems due to environmental impact, individual differences and poor psychological tolerance. However, teenagers' poor ability to regulate their emotions and spirit will lead to criminal behavior. And the scores of the psychological scale of the two groups are quite different after the experiment. The results are shown in Table 1.

Table 1. The scores of mental disorder test scale after the experiment were compared between the two groups

Psychological barrier dimension	Experience group	Control group
Obsessive compulsive symptoms	19.7±2.6	25.2±2.4
Interpersonal sensitivity	14.1±2.5	31.2±2.9
Depressed	7.4±3.8	27.4±2.1
Anxious	13.9±2.1	22.9±2.2
Hostile	5.7±2.7	29.1±1.3
Paranoid	14.3±1.2	31.7±1.3
Psychotic	18.7±2.4	35.2±2.7

Conclusions: The motivation and performance mechanism of juvenile delinquency are relatively complex. The analysis of their behavior is helpful to better understand the psychological situation and emotional change characteristics of adolescents, give timely guidance and attention, reduce their crime rate and realize the stable and long-term development of society. Mental state and personality traits are important factors affecting juvenile delinquency. Families, society and the state should give more psychological attention and guidance to teenagers and pay attention to their physical and mental health. Only in this way can we give more protection to teenagers and create a healthy growth environment for them.

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INFLUENCE OF LEISURE SPORTS TRAINING ON IMPROVING COLLEGE STUDENTS' PHYSICAL HEALTH LEVEL AND LEARNING ANXIETY

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Background: With the popularization of quality education and the promotion of the concept of comprehensive fitness in China, the social spirit and cultural forms gradually show a diversified development trend, and the society also puts forward higher requirements for the comprehensiveness and comprehensiveness of talents. Professional knowledge and ability are no longer the only standard to investigate the ability and quality of college students. The emphasis on the physical health level and mental health of college students has gradually been mentioned to an important position by school education. In view of this, the development of school physical education activities is of great significance to students'

physical health. Changing physical education teaching methods, increasing physical exercise forms and setting up a variety of courses can effectively stimulate students' physical enthusiasm, help them actively participate in physical exercise and enhance their physical health in physical training. At the same time, as the young army of the country's future development, the complexity of the social environment and the strictness of teaching standards make their mental health problems occur frequently, which further affects their life and study. The evaluation standard of mental health is whether individuals have good cognitive and understanding ability, whether they have corresponding evaluation indicators for the changes of external things, and whether they can correctly view the changes of themselves and their surrounding environment. The common psychological problems of college students are anxiety symptoms, which are mostly manifested in learning anxiety, social anxiety and individual anxiety, and the anxiety symptoms are mostly manifested in negative emotions such as worry and fear. Students' anxiety psychology is mainly learning anxiety. Appropriate learning anxiety can effectively urge students to improve learning speed and quality, but too much anxiety will make them have learning resistance. According to statistics, about one third of the students in school have varying degrees of psychological anxiety. The establishment of school physical education curriculum can effectively help students have a certain physical exercise time outside their learning time, while leisure sports can effectively mobilize physical functions to enhance immunity, help students release negative emotions, alleviate learning anxiety and study in a better mental state. Leisure sports training is not only a simple form of exercise, but also an organized, collective and planned sports activity. It can effectively strengthen the relationship between individuals and groups, and then better improve the comprehensive quality of students.

Objective: Under the basic condition of mastering students' physical exercise and psychological emotion, with the help of leisure physical training, improve college students' physical health level and interest in physical exercise, guide their cognition of physical training, alleviate their learning anxiety, and achieve the purpose of physical education teaching to enhance students' physical quality and mental health level.

Research objects and methods: 500 students in a university were selected as the research object. Firstly, the basic information of students' physical health, physical exercise and psychological emotion was collected, and then the leisure sports training of college students was carried out. The types of leisure sports training include fitness leisure sports, fitness leisure sports, health care sports and sports competition sports. The experimental time is three weeks. After the experiment, with the help of students' physical health scoring standard and Self-rating Anxiety Scale, the experimental data of students' changes after the experiment are counted and compared with the data before the experiment, so as to better explore the influence mechanism of leisure sports training on college students' physical health level and learning anxiety.

Method design: Firstly, the physical health level and learning anxiety of the subjects were evaluated and graded, and then the subjects were divided into bodybuilding group (group A), fitness group (group B), health care group (group C), competition group (group D) and no physical exercise group (group E) according to the types of leisure sports. The experiment lasted for three weeks. At the end of the experiment, the data of anxiety and physical health of different groups of experimental subjects after one week, two weeks and three weeks are counted and analyzed, in order to explore the improvement mechanism of leisure sports training on college students' physical and mental health.

Methods: With the help of SPSS22.0 statistical analysis tools to sort out and analyze the physical test scores and anxiety scale scores of the subjects before and after the experiment, and get the experimental results.

Results: After investigating the basic situation of most students' physical health test level and anxiety score, it was found that the overall quality of students was relatively poor. Leisure sports, with its characteristics of freedom, culture, initiative and non-utilitarianism, can make students exercise in a more relaxed atmosphere, reduce their psychological burden and pressure, and then significantly improve students' physical condition and psychological anxiety. After the experiment, the students who carried out leisure sports showed a positive attitude as a whole, and their sense of happiness and efficacy in the collective society were significantly improved. Figure 1 shows the score statistics of anxiety scale in Aerobics group (group A) and group without any physical training (group E).

Conclusions: As a relatively relaxed way of exercise, leisure sports can effectively connect the relationship between individual and collective, improve their health level and sports passion, improve their anxiety and improve their mental health level. At the same time, leisure sports enhance students' communication ability and promote the development of self-consciousness. Paying attention to students' health level and psychological problems is the focus of current education. It also needs the joint efforts of all parties to give full play to the positive impact of leisure physical exercise on college students and help them grow healthily.

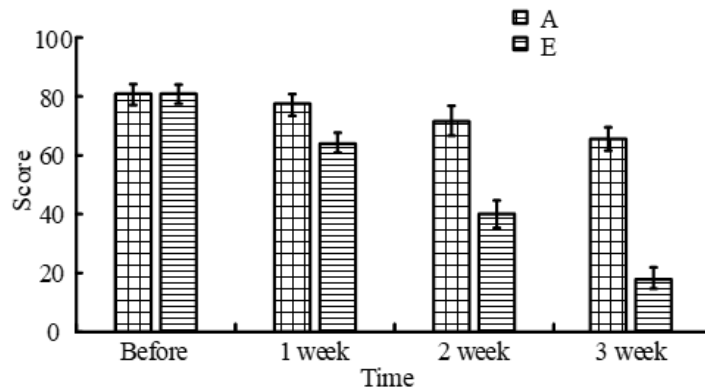


Figure 1. Statistics of anxiety scale scores of Aerobics group (group A) and group without any physical training (group E)

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IMPROVEMENT MECHANISM OF TEACHING REFORM ON STUDENTS WITH THINKING LOGIC OBSTACLES UNDER BIG DATA THINKING

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Background: Thinking disorder refers to the process of objective things acting on the human brain. Due to the confusion of thinking starting point, the fuzziness of thinking image, the deviation of thinking direction, the confusion of thinking logic and the interference of thinking, it is difficult for the human brain to display the normal thinking results of objective things, so that the content range and speed range exceed the normal standard. The thinking disorder can be divided into thinking process abnormality and thinking content abnormality, which is specifically reflected in the lack of due logic in the connection of semantics. Among them, the logic disorder is a more common form of thinking disorder. The thinking logic disorder mostly has the symptoms of poor thinking, slowness, mandatory thinking, pathological restatement and delusion. It is often manifested in pathological symbolic thinking, new words, logical fallacy thinking and sophistry thinking. Its essence is that thinking deviates from ordinary people's thinking process in the process of information processing and processing. Thinking logic disorder will not only affect people's thinking ability and cognitive ability, lead to their easy to fall into the inherent thinking set, and then lack of comprehensiveness and objectivity in the analysis and treatment of problems, affect the depth and breadth of people's views on things, but also cause certain physical and mental damage. With the emphasis on quality education and curriculum quality in China, paying attention to the shaping of students' personalities and psychological training is the focus of current education and teaching. With the development of big data information technology, the focus of educational research focuses on "smart education represented by personalized learning", including adaptive learning, educational big data, smart classroom, etc., focusing on the cultivation of students' quality and physical and mental health, and paying more attention to educational big data mining at the technical level and learning analysis technology with equal emphasis on technology and methods. Improving teaching quality and innovating teaching methods are the key points faced by schools at present. For students in special schools, there is a certain lack of learning ability, especially for some students with thinking logic barriers, the quality of teaching effect will affect their learning effect. The exposure of educational disadvantages such as unclear teaching positioning, unscientific teaching system, dislocation of teaching methods and unreasonable setting of teaching contents also requires the acceleration of the process of teaching reform. The persistence of traditional inherent concepts, the inertia of thinking and the neglect of students' personalized needs will affect the effectiveness and quality of special education teaching. Therefore, with the help of big data background to realize teaching reform and improve the teaching system, we can better provide higher quality teaching quality for students with logical barriers and promote the progress of China's education.

Objective: From the perspective of thinking logic disorder, accelerate the reform process of teaching in

the context of big data, improve teaching quality and teaching effect, improve students' symptoms of the logic disorder, and help them improve their learning level and mental health level.

Research objects and methods: The research takes the students with thinking logic disorder in a special school as the research object, collects the basic information such as students' learning status, existing problems and current teaching effect, and then integrates the teaching means and teaching methods with the development background of big data to reform and innovate them. In the process of reform, a teaching system that can fully consider the needs and feedback of students with thinking logic obstacles is designed in order to improve students' learning effect and school teaching quality.

Method design: After collecting and analyzing the data of students' learning status and teaching status, the experimental method is designed by using an analytic hierarchy process combined with fuzzy comprehensive evaluation theory, and the teaching quality is evaluated and the model is constructed for the teaching content, teaching method, teaching means, teaching ability, students' needs and so on, fully consider the learning difficulties and teaching problems of students with thinking logic obstacles. The model is applied to mathematics courses, Chinese courses and political courses respectively. The data of the learning effect and the improvement of thinking logic obstacles of the research objects before and after the experiment are sorted and analyzed, and the differences are compared with the scoring system, so as to better explore the optimization effect of thinking logic obstacles on teaching reform under the background of big data.

Methods: The teaching model was constructed with the help of the analytic hierarchy process and fuzzy comprehensive evaluation theory, and the data were sorted and classified with Excel.

Results: Big data thinking is actually the derivation of human and natural cognitive model based on the digitization of information, and the teaching reform under the background of big data is to actively guide and transform the generation, correlation and application of information around innovation. Paying attention to the learning needs of students with thinking logic disorder and improving their learning quality and efficiency can speed up the achievements of teaching reform, involve more aspects and tend to be perfect. The experiment found that the new model of teaching reform can effectively improve the logical misunderstanding of students with thinking disabilities and improve their learning efficiency and quality. Table 1 shows the statistics of learning satisfaction of students with different degrees of thinking logic before and after the experiment.

Table1. Statistics of learning satisfaction of students with different degrees of thinking logic before and after the experiment

Degree	Before and after the experiment	Chinese course (%)	Mathematics course (%)	Political course (%)
Mild cognitive impairment	Before	64.3	58.7	62.4
	After	82.1	76.3	84.2
Moderate cognitive impairment	Before	54.2	47.6	51.6
	After	83.2	81.4	86.3
Severe cognitive impairment	Before	47.9	42.8	46.2
	After	87.5	79.5	86.1

Conclusions: Under the background of big data and the development trend of the information age, promoting the integration of information technology and education and teaching, and promoting the reform of education service supply mode and teaching mode is an important task of current education. Under the guidance of the overall teaching logic and big data thinking, we should promote teaching reform from multiple angles and aspects to help students get out of the misunderstanding of thinking logic, develop ideal education characterized by teaching students according to their aptitude and personalized learning optimization.

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INFLUENCE OF REGIONAL CULTURE INTEGRATION AND ART DESIGN TEACHING ON ALLEVIATING COLLEGE STUDENTS' ANXIETY

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Background: Anxiety, as an emotional state of fear and anxiety, is often accompanied by the sense of powerlessness caused by physical activation and efforts to deal with threats, and its threats mainly come from the fear of potential and other unknown things. There are individual differences in the forms and types of anxiety, and college students have particularity in anxiety psychology. According to the survey, anxiety disorder has become beyond depression and a common psychological problem among college students, and more than 20% of students in China have serious psychological problems of anxiety. College students often have anxiety problems in the form of examination anxiety, interpersonal anxiety, choice conflict anxiety, procrastination anxiety and so on due to unbalanced physical and mental development, excessive pressure burden, improper self-awareness and other reasons. The main mechanism of college students' anxiety is that they can't make timely decisions on unexpected behaviors, and fall into a state of repeated thinking and weighing, but can't find solutions. Learning anxiety is a kind of emotional psychology that college students often show in course learning. The rationality of content, the division of learning difficulty and the interest of classroom will affect students' enthusiasm and initiative to participate in the classroom, and then feed back to their completion of learning tasks. A good learning attitude will produce good learning results, and then produce a virtuous circle. A relatively low learning attitude and negative emotion will reduce college students' learning initiative, and a large psychological gap will increase their anxiety. At the same time, students are vulnerable to the influence of the external environment, resulting in cognitive bias and anxiety. The opening of art design teaching course is mainly to cultivate students' perception, understanding and creativity of art works through the study and practice of art design theory. However, the learning content of art design course is relatively fixed and has certain learning difficulties, so some students are prone to learning fatigue or have a learning attitude of dealing with things, resulting in learning anxiety in the practice of learning results and the completion of tasks. At the same time, change the teaching methods of art teaching courses to make their learning contents more vivid and interesting, so as to mobilize students' learning enthusiasm, help students better understand themselves, perceive the environment and improve their anxiety with the help of course teaching, which is the focus and difficulty of teaching. In recent years, with the deepening of the public's attention to regional culture, most scholars are committed to giving full play to the characteristics and charm of regional culture and integrating it with education, so as to make education and teaching more vibrant. The integration and innovation of distinctive regional culture and art design teaching can effectively help students improve their perception ability and interest in art, improve their professional ability and self-awareness level, and alleviate their anxiety.

Objective: To study the integration of regional culture into art design teaching, make teaching resources more diverse, not only reflect the characteristics of local teaching, but also give full play to students' creative thinking, make the cultural content more consistent with the teaching content, and strengthen students' initiative and emotional release in the learning process, effectively intervene and solve their anxiety and negative psychological problems.

Research objects and methods: The research takes 500 students majoring in art in a university as the research object. Before the experiment, first, evaluate the basic situation of students' anxiety level and psychological status, then innovate the teaching methods of art design course, integrate regional culture and art teaching, and explore the teaching mode of the new course. And use the new model teaching means to explore the relief of students' anxiety and mental health level.

Method design: After evaluating the anxiety level of art students, the subjects were randomly divided into experimental group and control group. The subjects in the experimental group were taught with the new model of regional culture integration art design teaching, while the control group was taught with normal art design teaching for three months. The anxiety scores and mental health status of the two groups of students after the experiment were statistically analyzed and compared with the data before the experiment.

Methods: Firstly, the analytic hierarchy process is used to screen the indicators and assign the weight of the factors affecting students' psychological anxiety, and then the teaching design in the construction of the new teaching model of proud regional culture and art design is improved according to these impact indicators, so as to better study the improvement of students' anxiety caused by the new model, the data processing in the experiment is sorted and analyzed with the help of SPSS statistical analysis tool.

Results: The combination of regional culture and art teaching can effectively improve the interest and vividness of teaching effectiveness, and the innovative new model can effectively improve students' anxiety and mental health. The scores of learning anxiety of the two groups decreased in different ranges after the experiment, and there was significant statistical difference between the two groups ($P < 0.05$). Figure 1 shows the statistics of the number of subjects with different anxiety levels after the experiment. The level 1-5 of anxiety indicates the severity from light to heavy.

Table1. Statistics of the number of subjects with different anxiety levels after the experiment

Grouping	Level 1	Level 2	Level 3	Level 4	Level 5
Experience group	267	179	30	14	10
Control group	20	13	264	105	98

Conclusions: Regional culture can not only provide rich resources for teaching and guide students to actively participate in teaching courses, but also help to show local teaching characteristics and improve students' psychological status. Therefore, in the course teaching design, we should fully permeate the connotation of regional culture and art, ensure the fit of the two, and build an innovative and regional teaching system and teaching scheme.

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OPTIMIZATION STRATEGY OF COMPUTER NETWORK INFORMATION SECURITY FROM THE PERSPECTIVE OF COGNITIVE IMPAIRMENT

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Background: With the development of science and technology and the advent of the big data information age, the application scope of Internet technology has gradually expanded, breaking through the limitations and sense of bondage between people's time and space. The integration between the development of big data and traditional industries has expanded the development space of various industries in society and enriched the media and means of people's communication. In the big data environment, the increase in the number of users and the acceleration of the flow of information and data not only provide convenience for people's life, but also provide an opportunity for some illegal elements, resulting in the leakage of private information and data of enterprises and individuals, and even pose a great hidden danger to the network security of the state and society. Under the characteristics of virtual open big data environment, information is easily affected by objective and subjective factors in the process of processing and transmission, such as network system vulnerabilities, non-human damage of data, improper human operation and virus intrusion, and its security is difficult to guarantee. With the popularization and sinking of Internet applications, people's personal information saved on the Internet increasingly involves some highly sensitive and private information. However, compared with the rapid development of computers under the Internet, the process of Internet information security infrastructure in some parts of China is slow, this will bring great use risk and uncontrollable security to Internet vulnerable users with a certain degree of cognitive impairment. Therefore, it is particularly important to strengthen the guarantee and protection of network information security in the context of big data from the perspective of cognitive impairment. Paying attention to the use needs of this group of users can effectively improve the level and quality of network information security. Cognitive impairment refers to the impairment of memory, time and space orientation function, executive ability and language understanding. It can be divided into dysfunction and clinical disorder, and dysfunction is the main factor affecting its network use. Dysfunction includes memory impairment, problem-solving disorder, attention disorder, language understanding and expression disorder, calculation disorder and visual reading disorder, which makes it more difficult for patients with cognitive impairment to understand web pages and process information in the process of computer use. Research at home and abroad shows that people with cognitive impairment can effectively improve their daily life and cognitive activities by using a personal digital assistant and computer-assisted learning. Therefore, strengthening the design and optimization of computer network information and building a barrier-free network environment can improve the satisfaction of patients with cognitive impairment and the security of information, so that they can benefit from the network.

Objective: Based on the needs of people with cognitive impairment, constantly modify and monitor the design and maintenance of computer network, design a barrier-free network use environment for patients with cognitive impairment, and improve the security of their use of information, such as optimization and improvement in font, visual expression, concentration enhancement of attention and content and form transformation, Promote the construction of network information infrastructure services.

Research objects and methods: The study selected some patients with cognitive impairment as the research object, collected their experience and problems in the process of using the computer network,

constructed the computer network optimization model through their feedback information, such as visual impairment of language web pages and difficulty in paying attention, and designed a network security system that meets the cognitive needs of patients with cognitive impairment, In order to improve its use satisfaction and information security.

Method design: After collecting the basic information about the current situation and existing problems of Internet users with cognitive impairment, a network security system meeting the cognitive needs of Internet users was designed, and the computer web page and design were optimized in the aspects of information cognition, content memory and risk prevention. Data collection and processing will be carried out on the mitigation of cognitive impairment and the improvement and intervention of patients with different degrees of cognitive impairment before and after optimization. Through comparative experiments, the direction of computer network information security and protection under the background of cognitive impairment will be explored, and the construction of network infrastructure will be improved.

Methods: The optimized model and comparative experiment were used to collect the data of cognitive changes of netizens with cognitive impairment before and after the experiment, and with the help of SPSS22.0 statistical analysis tools to process and analyze data.

Results: The user needs of people with cognitive impairment were less met and reflected in the process of computer network. With the help of computer services, artificial intelligence and other means, it can effectively improve the cognitive level of this group in life and learning and improve their barrier behavior. experiments show that the optimized computer network security information system can effectively improve the cognitive level of patients with cognitive impairment. Table 1 shows the cognitive changes of patients with cognitive impairment before and after the experiment.

Table1. Statistics of cognitive changes of patients with cognitive impairment before and after the experiment

Experiment	Visual impairment	Information identification and processing	Concentration	Memory impairment
Before experiment	17.63±1.98	18.37±1.69	15.14±1.73	17.35±1.29
After the experiment	9.23±1.24	8.26±1.47	7.25±1.05	9.23±0.45

Conclusions: The increase in the number of users makes the information of Unicom on the Internet have the characteristics of a large number and complex content, and the network virtual environment increases the risk of information and financial disclosure. At the same time, under the trend of profit-seeking, network illegal elements will constantly update the means of virus transmission, mislead Internet users to browse the information search on the Internet through the increase of content and pop-up advertising, increase the difficulty of patients with cognitive impairment when using the Internet, and virtually increase the risk and pressure of information disclosure. The optimized computer security system can effectively help netizens with cognitive impairment use the Internet more safely, and improve their cognitive level and network use satisfaction to a certain extent.

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INFLUENCE OF TRADITIONAL PHYSICAL EXERCISE ON COLLEGE STUDENTS' MENTAL HEALTH

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Background: With the development of China's education and the deepening attention to quality education, the proportion of physical exercise in higher education is gradually increasing. College students are in a critical period of physical and mental development. The changes of teaching forms and social environment will make students have to consider individuals in society and collective, and then require students to have better adaptability and adaptability. College education pays more attention to students' autonomy and self-discipline, and encourages students to deal with the relationship and changes between themselves and the surrounding environment. However, due to the differences between individuals, they lack good cognitive understanding ability and evaluation criteria for things, which is more prone to mental health problems. The quality of mental health will affect students' learning efficiency and their correct evaluation of their own value, so it is necessary to actively guide and intervene students' psychological problems. The main state of students is learning. In order to improve students' mental health level, we first

need to change their misunderstanding and prejudice about psychotherapy, guide them to pay attention to their inner value, and then take the initiative to seek help. Traditional sports focus on the overall view of human life as the basis, characterized by introverted application consciousness, emphasize the relationship between human life sports and nature and social environment, and pay attention to a healthy state of internal and external harmony. Through traditional physical exercise, I understand students' enthusiasm and enthusiasm to participate in sports, alleviate their psychological pressure and negative emotions, and can effectively guide students to pay more attention to their own attention and correct evaluation of their health status. At the same time, traditional sports can stimulate students' awareness and habits of consciously participating in exercise, master the basic knowledge and sports skills of sports and health, and form the awareness and habits of lifelong exercise. By choosing their favorite traditional sports, we can not only experience the fun of physical exercise, but also get rid of negative emotions, deal with and face the changes of surrounding things with a more positive attitude, so as to improve the level of mental health.

Objective: Under the condition of mastering students' basic physical exercise and psychological emotion, we can carry out physical training to enhance college students' interest in physical exercise, so as to improve negative emotion and mental health.

Research objects and methods: 684 students in a university were selected as the research object. After collecting the information of students' physical exercise and mental health, the traditional physical training was carried out for college students for one month. And select martial arts, Taijiquan, Baduanjin and stick four sports methods to intervene college students with different psychological problems. At the end of the experiment, with the help of mental health self-test scale and mood state scale, the changes of students in different stages are counted, so as to better explore the impact mechanism of traditional physical exercise on college students' mental health.

Method design: Firstly, the subjects were classified according to their mental health status and problems, and then the subjects were randomly divided into Wushu group, Taijiquan group, Baduanjin group, cudgel group and no physical exercise group. The mental health status and changes of different groups after one month were sorted and analyzed, explore the intervention mechanism of traditional physical exercise on college students' mental health.

Methods: With the help of SPSS21.0 statistical analysis tools were used to sort out and analyze the scores of mental health scale and mood state scale before and after the experiment, and the experimental results were obtained.

Results: Traditional physical exercise guided students to pay attention to endogenous value and perceive physical changes in the form of light, slow and powerful exercise, which can effectively help students look at the changes of themselves and their surrounding environment in a relatively calm state of mind, reduce negative emotions and pressure, and improve their mental health level. The results show that traditional physical exercise can effectively improve college students' negative emotions such as compulsion, depression, anxiety and hostility, and help them improve their mood and mental health. Table 1 shows the mental health scores of Wushu training group before and after the experiment.

Table 1. Mental health scores of Wushu training group before and after the experiment

Before and after the experiment	Somatization	Force	Interpersonal relationship	Anxious	Depressed	Psychotic
Before	1.42±0.28	1.98±0.63	1.65±0.41	2.03±0.51	1.96±0.64	1.62±0.23
After	1.23±0.22	1.54±0.44	1.52±0.34	1.14±0.37	1.23±0.45	1.23±0.41
t-test	P<0.05	P<0.05	P<0.05	P<0.05	P<0.05	P<0.05

Conclusions: Wushu, Taijiquan, Baduanjin and cudgel are excellent items of traditional sports health preservation, which have high theoretical and practical value for the improvement of physical function and the adjustment of mood state. While paying attention to improving college students' professional skills, higher education should pay more attention to their mental health, give full play to the positive impact of traditional physical exercise on college students and improve their mental health level through sports competitions and national fitness.

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RISK PREFERENCE OF DATA SCIENCE APPLIED TO INVESTMENT PSYCHOLOGY UNDER COGNITIVE IMPAIRMENT

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Background: According to psychological theory, cognitive disorder is a psychological disorder developed from the perspective of cognitive psychological disorder. Psychological cognitive disorder can be called a neurocognitive disorder. Patients mainly have psychological disorders in problem-solving, perception, memory, learning and so on. In the field of medicine, psychological cognitive impairment is defined as six cognitive impairments: social cognition, complex attention, language, perceptual-motor function, learning and memory, and executive function. Patients usually have a decline in these cognitive abilities, and in severe cases, they can have a brain decline. The disease can be divided into congenital and acquired causes. The main congenital factors are autism such as growth retardation. The acquired factors are mainly HIV, prion diseases, Parkinson's disease, traumatic brain injury, Alzheimer's disease and so on. According to the different types of psychological cognitive impairment, it can be divided into three types in the field of psychology: insanity, mild neurocognitive impairment and severe neurocognitive impairment. Mild cognitive impairment is characterized by wandering, anxiety, depression, forgetfulness, memory and attention loss. Moderate cognitive impairment is characterized by the further aggravation of cognitive ability. Patients can be characterized by large emotional fluctuation, paranoia, anxiety, reduced understanding and language expression ability, and reduced resolution of objective things such as time. Severe cognitive impairment develops further from moderate cognition. Patients show decreased overall function and develop to dementia, which will lead to delusion, indifference, lack of self-care ability and so on.

At present, the research of risk preference in investment psychology is facing great challenges, such as the inability to realize the real integration of financial investment model and business, strong subjective preference in data understanding and so on. Data science is based on professional knowledge, computer and mathematical statistics, and effectively combines the corresponding data to realize big data analysis. The licensing process of data science is to collect, clean, convert and operate data. Data modeling is realized through machine learning and exploratory analysis methods, and finally, data visualization is realized. The common data operation methods are data cleaning and preprocessing algorithms, such as sorting. Through the optimization algorithm of parameter estimation, such as least square method, Newton method and random gradient descent method. Machine learning algorithms for data analysis, such as prediction, analysis, clustering, etc. The application of data science covers many aspects, such as dealing with chaotic data, selecting the best algorithm, adjusting model parameter settings, and obtaining the best interpretation of data results. The integration of data science and investment psychology can realize risk prediction in a quantitative way, including obtaining investment laws through data processing, realizing robustness and feasibility through data algorithms, and realizing intelligent investment advisers. A large number of studies have pointed out that the integration of data science and investment psychology can reduce the symptoms of cognitive impairment, but the degree of improvement has not been confirmed.

Objective: To analyze the effect of data science applied to investment psychology risk preference on patients with mild cognitive impairment, in order to reduce the cognitive problems of cognitive impairment.

Research objects and methods: Patients with mild cognitive impairment in two regions were selected as the research object, and the improvement degree of patients with cognitive impairment was analyzed by classification and regression tree (CART). The evaluation includes four aspects: language ability, recall function, memory ability and orientation. The evaluation results are no improvement, slight improvement and obvious improvement. In order to facilitate the expression of the research results, the results of 50 patients with mild cognitive impairment in each research area were expressed.

Methods: The latest version of JMP Pro15 data statistics software is used to analyze the mitigation effect of data science applied to investment psychology risk preference on patients with cognitive impairment.

Results: Table 1 refers to the effect of data science applied to investment psychology risk preference on the improvement of patients with cognitive impairment. Applying data science to the risk preference of investment psychology, after the intervention of patients with mild cognitive impairment, the cognitive impairment of patients with mild cognitive impairment has been significantly improved, especially in language ability and recall function. Therefore, the risk preference assessment of investment psychology combined with data science can alleviate cognitive impairment and improve the level of scientific cognition.

Table 1. The application of data science in investment psychology and the effect of risk preference on the

improvement of patients with cognitive impairment

Category	No improvement	Slightly improved	Significant improvement
Language ability	1	26	23
Recall function	2	27	21
Memory ability	1	25	24
Directional force	3	26	21

Conclusions: Applying data science to the risk preference intervention program of investment psychology to improve mild cognitive impairment, especially in language ability and recall function. The results provide a new idea for the treatment of mild cognitive impairment.

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ON THE INFLUENCE MECHANISM OF COMMUNICATION ADAPTATION BARRIERS ON COLLEGE ENGLISH CULTURAL COMMUNICATION TEACHING REFORM

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Background: According to the college English classroom teaching requirements (for Trial Implementation) issued by the Ministry of education, the teaching goal of college English teaching course should change the original “using English as a tool to obtain professional information” to “cultivate students’ comprehensive application ability of English, so that they can effectively communicate oral and written information in English”. Accelerating the cultivation of English communication talents is the problem and focus of current education. Under the background of quality education and teaching goal reform, the evaluation of students’ English quality and ability is no longer based on the five abilities to listen, speaking, reading, writing and translation, but pays more attention to the emphasis and cultivation of English majors’ communicative ability and cross-cultural communicative ability. Students’ cross-cultural communicative competence means that students can communicate with international friends smoothly and freely, and have a certain understanding of their language usage habits and cultural background. However, in the current college education, teachers often pay attention to the cultivation of theoretical knowledge and ignore the cultivation of students’ cross-cultural communicative competence, which makes the teaching effect not ideal. For language learning, if it is limited to the learning of words and grammar and ignores the understanding of the internal cultural connotation, the learning effect will only stay on the surface, resulting in the imbalance between language input and output, resulting in students’ lack of humanistic understanding and recognition in the learning process, and then produce communication and adaptation obstacles.

Communication adaptation barriers are the difficulties in opinion exchange and information transmission between people and teams, often including language barriers, conceptual barriers and temperament barriers, and different types of barriers are caused by different information senders, information receivers and information transmission channels. In the adaptive state of language communication, the emotional tendency, expression ability and judgment of the sender of information will affect the integrity of information transmission. The screening and tolerance of information by the receiver of information, psychological obstacles and the perfection of communication channel media and mechanism will also affect the communication, expression and exchange of information. Differences in thinking and cultural background make students have differences in the expression and understanding of the same language in the process of English learning, which leads to problems in the communication process, the decline of expression ability, communication anxiety and even the emergence of “Aphasia”, which affect their learning and life.

Objective: To study and analyze its impact on English cross-cultural communication teaching from the perspective of communication adaptation barriers. Based on the understanding of the current situation of English teaching and students’ communication adaptation barriers, through the innovation of teaching mode and the improvement of teaching scheme, we can alleviate their communication barriers, improve students’ English comprehensive ability and cross-cultural communication ability, and enhance their professional confidence.

Research objects and methods: The study first collected information on the level and current situation

of English use among 600 English majors of different grades in a university, and then selected the students with communication adaptation barriers as the research object, and developed the English cross-cultural communication scale based on the Chinese Communication Development Inventory (CCDI). The content includes grammatical problems, language habits, semantic ambiguity and other aspects to test the subjects' English communication. With the help of the association rule mining algorithm, the innovation of the English teaching mode is realized, so as to improve the cross-cultural communication ability and professional quality of students with communication adaptation disabilities.

Method design: Firstly, the basic information of English communication level and communication difficulty of English majors with communication adaptation disorder is collected and graded. With the help of the association rule mining algorithm, the correlation between communication adaptation disorder and the effect of college English cross-cultural communication teaching is explored, and on this basis, the content, resources means and other aspects of innovation and optimization. The new teaching model is applied to classroom teaching. The experimental time is three months. The scores of students' communication adaptation barriers and cross-cultural communication ability before and after the experiment are processed and analyzed.

Methods: Based on the correlation analysis between communication adaptation barriers and the effect of college English cross-cultural communication teaching, the association rule mining algorithm was used to realize the innovation of teaching mode, and the experimental data were collected and processed with the help of statistical analysis tools to obtain the experimental results.

Results: There are differences in teaching effect and teaching quality caused by the design of different teaching methods and schemes. The degree of emphasis on students' cross-cultural communicative competence in the English teaching classroom will affect students' learning enthusiasm and professional ability. From the perspective of communication adaptation barriers, exploring the development path of cross-cultural communication teaching in college English education can effectively improve students' communication barriers and teaching quality. Figure 1 shows the correlation results between the degree of students' communication adaptation barriers and the quality of teaching effect. The more serious the horizontal coordinate in the figure shows that the more serious the students' communication barriers increase.

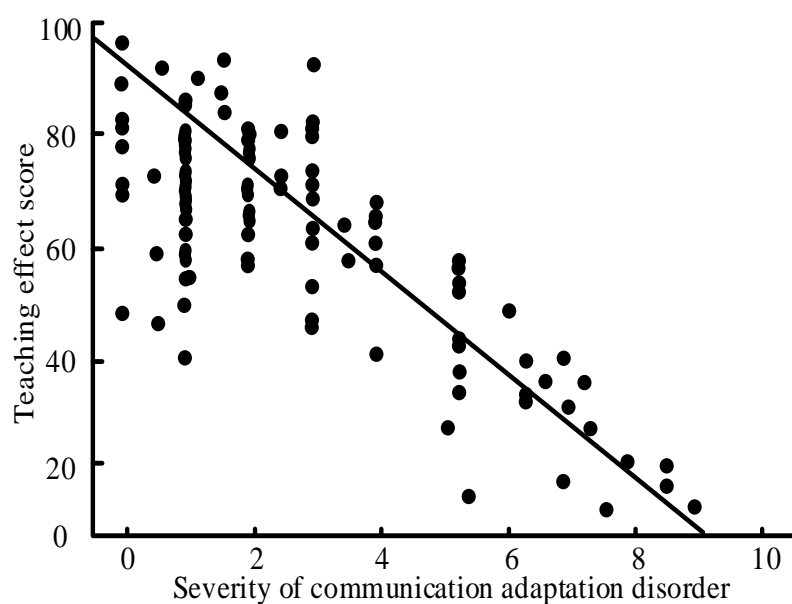


Figure 1. The correlation between students' communication adaptation disorder and teaching effect

Conclusions: The differences in cultural background and language use habits often lead to the phenomena of "language inferiority complex" or "language embarrassment" in the process of English learning, resulting in communication and adaptation obstacles, which further affect the learning quality and teaching effect. From the perspective of the communication adaptation barrier, exploring its causes and its impact mechanism on cross-cultural communication ability in English learning can effectively improve students' understanding and cognition of western culture, promote the adjustment of their way of thinking, further improve students' cross-cultural communication ability and the smoothness of English communication, and then improve the quality of teaching.

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ANALYSIS OF THE RELIEVING EFFECT OF THE MAIN MELODY ON THE AUDIENCE'S MENTAL ANXIETY IN VOCAL MUSIC SINGING

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Background: With the development of social economy and the improvement of people's living standards, people pay more attention to the quality of life and spiritual and cultural consumption. Rich and diverse cultural activities can effectively improve people's cultivation and moral concepts, and give them emotional feedback and experience. In recent years, vocal music has been loved and sought after by the public because of its wide universality and popular form. Vocal singing is a sound art based on people's own voice. Its manifestations include duet, chorus and chorus, which can trigger its emotional and spiritual resonance on the premise of meeting people's visual enjoyment to the greatest extent. Because of its high degree of freedom and strong dissemination, the scope and scale of its application are also gradually expanded. The main theme of vocal singing is the soul and essence of vocal music, which lays the emotional keynote of singing, and can directly reflect the thoughts and emotions of the work, thus creating an emotional atmosphere and giving audiences different emotional experience. Different main melody tones in vocal music singing will bring different emotional experiences to the audience. The relaxed and cheerful main melody can convey a positive and optimistic emotional experience, and the low and depressed main melody can convey a low and sad emotional experience. Vocal singing can give the audience different impressions through the style of lyrics and singing form, and adjust their emotions and psychological feelings in a sympathetic way, so as to reduce the negative emotions of the audience.

With the increase of social pressure and the limitation of individual tolerance, more and more people suffer from mental anxiety and difficulty in emotional regulation, which affect their physical and mental development. The essence of mental anxiety is anxiety disorder, which is a very complex psychological and emotional disorder. Its clinical manifestations are often motor agitation and sympathetic hyperactivity, accompanied by negative emotions such as anxiety, shame, disappointment, anxiety and fear. Appropriate mental emotion can make people in a more nervous mental state and improve the accuracy and sensitivity of judgment and handling of things. Excessive mental anxiety will make people's mental state fluctuate greatly, affect the objectivity of judgment, and cause adverse effects and losses on life and work. People who fall into mental anxiety are difficult to overcome their adverse symptoms by relying on their own strength, and their mental state and willpower are poor, so their contact with the outside world is relatively weak, which is not conducive to the recovery of their mental transformation. The intervention of mental anxiety patients in the form of vocal music singing, with the help of the power of music to strengthen its close contact with the outside world, the emotional experience and intervention mechanism brought to the audience by different types and styles of vocal music works are different. Therefore, it is of great practical significance and value to explore the influence mechanism of the main melody in vocal music singing on the audience's mental anxiety.

Objective: In order to alleviate the anxiety and discomfort of patients with mental disorders and help them better regulate their emotional and psychological problems, this paper studies the mechanism of relieving and improving the audience's mental anxiety in the form of vocal singing, so as to improve their mental health level and music appreciation ability.

Research objects and methods: 600 patients with mental anxiety were randomly selected as the research objects to collect their psychological status and anxiety level information, and through vocal performance, singing interaction by means of appreciation of music works, the Psychosomatic Tension Relaxation Inventory (PSTRI) and Symptom Checklist 90 (SCL-90) were used to collect and sort out the data of psychological stress and mental health level of mental anxiety audience.

Method design: The study first analyzes the correlation between vocal music singing and mental anxiety with the help of principal component analysis, and then randomly groups and intervenes the research objects according to different vocal music singing styles, namely bel canto (group A), ethnic group (group B) and popular group (group C). It can also classify different rhythm and emotional works according to the differences of vocal music theme. The experiment lasted for three weeks. After the experiment, the anxiety improvement of the subjects was analyzed, and the experimental results were obtained.

Methods: The correlation between vocal music singing and mental anxiety was analyzed by principal component, and the alleviation of mental anxiety of audience by different vocal music themes was explored by means of comparative experiment.

Results: The main melody in vocal music singing can reflect the characteristics of singing to a certain extent, cause the audience to resonate in the form of psychological hint, and then make the audience present different emotional feedback and emotional value, so as to realize the effect of emotional regulation. The results show that the main melody in vocal singing can effectively alleviate the audience's mental anxiety, get rid of negative emotions and effectively provide a level of mental health. Table 1 shows the score statistics of mental health scale of mental anxiety audience before and after the experiment.

Table 1. The scores of mental health scale of mental anxiety audience before and after the experiment

Scoring dimension	Before the experiment	After the experiment	Constant value
Force	1.88±0.57	1.53±0.41	1.62±0.57
Anxious	2.74±0.39	1.24±0.37	1.39±0.43
Depressed	2.05±0.63	1.38±0.50	1.50±0.59
Paranoid	1.94±0.58	1.37±0.45	1.43±0.58
Psychotic	2.63±0.46	1.21±0.32	1.29±0.42

Conclusions: Vocal music singing can improve people's perception, expressiveness and aesthetic ability of music art, and different styles and types of music works bring people different psychological feelings and emotional values. The difference of the main melody of vocal music can effectively bring different emotional experiences to the audience, make them feel "immersive", and then help them relieve their emotions in the process of vocal music singing, reduce negative emotions, effectively improve the audience's mental anxiety and improve their mental health level.

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A STUDY ON THE IMPACT OF COMMUNICATION ADAPTATION BARRIERS ON WORK VALUES AND TURNOVER INTENTION OF COLLEGE TEACHERS

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Background: Communication adaptation disorder is manifested in the difficulties of opinion exchange and information transmission between people and teams. It often includes language barrier, concept barrier and temperament barrier, and different types of obstacles are caused by different information senders, information receivers and information transmission channels. In the adaptive state of language communication, the emotional tendency, expression ability and judgment of the sender of information will affect the integrity of information transmission. For example, the sender of information will produce different emotional values and behavior orientation under the influence of language environment, age structure and individual differences, and then affect the fluency and logic of communication and expression. At the same time, different information recipients have different ideas and views on the same thing by subjective tendency and value orientation, and there are different characteristics in information screening and tolerance. At the same time, the perfection of communication channels, media and mechanisms will also affect the communication, expression and exchange of information. Due to the certain psychological distance between college teachers and younger groups, and the differences in environmental conditions and thinking, there are differences in the expression and understanding of the same language between college teachers and students. At the same time, the singleness of communication media channels will also make teachers and students have communication problems, which will affect teachers' expression ability and produce communication adaptation obstacles. The main service object of teachers is students, and their sense of value acquisition and satisfaction mainly come from students' feedback and evaluation. However, the actual distance and psychological distance between college teachers and students affect teachers' participation and communication with students, and then have a negative impact on teaching effect and quality. The quality of classroom effect and the satisfaction of students' evaluation are the best test criteria for teachers' working ability and value. Communication adaptation barriers will affect teachers' emotional tendency and expression ability, directly affect the teaching quality and teaching effect, and then affect teachers' evaluation and doubt of their own ability and working values. Communication and adaptation

barriers will make teachers have negative emotions and affect their working state and their career planning. Therefore, exploring the impact mechanism of communication adaptation barriers on college teachers' work values and turnover intention will help teachers improve professional skills and work recognition, improve self-efficacy and job satisfaction, and provide reference for teacher training programs.

Objective: To analyze the impact of communication adaptation barriers on college teachers' work values and turnover intention from the perspective of communication adaptation barriers. Based on the understanding of the current teaching situation and teachers' communication adaptation barriers, we can alleviate their communication barriers through communication intervention, and analyze the data of teachers' work values and turnover intention, so as to improve their teaching confidence and professional skills.

Research objects and methods: Firstly, the adaptation of teachers and communication obstacles in colleges and universities are selected as the research object, and then the adaptation information of teachers and communication obstacles are collected and transformed into the research object. Then, with the help of association rule mining algorithm, this paper explores the impact of communication adaptation barriers on work values and turnover intention, and puts forward corresponding countermeasures to alleviate teachers' communication adaptation barriers, in order to improve college teachers' professional ability and literacy and help them make better career planning.

Method design: Firstly, collect and grade the basic information about the current situation of communication level and the difficulty of communication adaptation of teachers with communication adaptation barriers, and explore the correlation between communication adaptation barriers and teachers' work values and turnover intention with the help of association rule mining algorithm. The experiment lasted for three months. The data of teachers' work values and turnover intention were processed and analyzed before and after the experiment.

Methods: Based on the correlation analysis between communication adaptation barriers, work values and turnover intention, the association rule mining algorithm was used for experimental intervention, and the experimental data were collected and processed with the help of statistical analysis tools to obtain the experimental results.

Results: The ideological control of students' collective behavior was more difficult to predict and judge, and also exacerbated the communication and adaptation obstacles of teachers to a certain extent. Alleviating teachers' communication and adaptation barriers can effectively improve teachers' self-efficacy and job recognition, and reduce their turnover intention. Table 1 shows the statistics of teachers' satisfaction with different dimensions before and after the experiment.

Table 1. Statistics of teachers' satisfaction with different dimensions before and after the experiment

Timing	Communication Initiative (%)	Information fluency (%)	Difficult adaptability (%)	Work enthusiasm (%)	Self-efficacy (%)
Before experiment	22.3	22.5	14.7	16.8	23.7
After the experiment	52.3	64.6	74.5	89.4	87.2

Conclusions: The influence of internal and external environmental pressure makes college teachers have different communication and adaptation barriers, has a negative impact on their teaching work and life, and will produce negative emotions accordingly, which will shake their work values and career planning plans. From the perspective of communication adaptation disorder, help teachers improve their symptoms, improve their self-awareness and self-efficacy, and improve the quality of teaching.

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SPECIAL FUNCTION DESIGN OF URBAN RAIL TRANSIT BASED ON THE WELL-BEING OF RESIDENTS WITH URBAN COGNITIVE IMPAIRMENT

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Background: In recent years, the development of urban transportation in China is getting better and better, and various transportation facilities are gradually improved. Rail transit routes form a network all over the city and extend to the edge of the city. The vigorous development of rail transit has brought convenience to residents' lives. At the same time, the objects of urban rail transit design are usually ordinary residents. For those urban residents with cognitive impairment, the current urban rail transit design cannot meet their needs for urban transportation. Cognitive impairment refers to the abnormal processing of learning, memory and thinking, memory and learning impairment, and the emergence of physiological diseases such as aphasia and disability. Therefore, residents with cognitive impairment will have memory decline and memory decline. They can't remember the complex rail transit map, so they can't find what station they need to get on and get off from. The difficulty of taking the bus makes these residents with cognitive impairment feel helpless and panic, and even fear and fear of going out. Then affect the well-being of residents with cognitive impairment. In addition, residents with cognitive impairment will also have a sense of direction disorder and a decline in their ability to use language. These symptoms will seriously affect their sense of the experience of rail transit, which is not conducive to the improvement of residents' well-being. Therefore, we need some designs that can help them get on the bus quickly, so that they can quickly find the route and follow the guidance to get on and off the bus. Special functions are designed for residents with cognitive impairment who show different obstacles so that they can ride without worry, feel no embarrassment on the way, and feel the love and respect of the state for them.

Objective: The design of urban rail transit shall be adjusted according to the cognitive impairment of urban rail transit and the different obstacles of residents. According to the general design principles, the characteristics of different groups of people taking rail transit shall be taken into account. The special design shall also be carried out for those special groups to ensure their safety and efficiency and help them take the means of transportation smoothly. Let them feel care all the time. For example, reduce the number of stairs, increase the number of walking elevators, and display the location of elevators through guide signs to remind people in need to take them. Add a vision impairment guidance system to guide those residents with cognitive impairment with direction impairment to take transportation through a portable voice prompt device.

Research objects and methods: The subjects were residents of a community with cognitive impairment in a city. Fuzzy evaluation is used to evaluate the impact of special function design of urban rail transit on residents' well-being. These residents include different groups such as the elderly, women and people with physical disabilities, who can communicate normally. Before fuzzy evaluation, understand their travel situation, evaluation and suggestions on the current urban rail transit, and evaluation on the special functions of urban rail transit. The fuzzy evaluation is divided into five levels, that is, the five-level scoring system. 1-5 points mean irrelevant, slight impact, general impact, obvious impact and complete impact respectively. Through the statistical analysis of the collected data by SPSS software, this paper studies the impact of urban rail transit special function design on residents' well-being. All results need to be averaged and rounded to reduce the interference of subjective factors.

Results: The collected data are sorted out and statistically analyzed by SPSS software. The impact of special function design of urban rail transit on residents' well-being is shown in Table 1.

Table 1. Impact of special function design of urban rail transit on residents' well-being

Crowd	Add escalator	Visual impairment guidance system	Carriage handles vary in height	Wheelchair lift
Decreased motor ability	3	3	2	5
Memory impairment	4	4	3	3
Disorientation	4	5	2	3

In Table 1, different urban rail transit special function designs have different effects on the well-being of different groups. For residents with cognitive impairment with decreased motor ability, wheelchair lifts can completely affect their well-being, and the corresponding impact score is as high as 5 points. Different

carriage handle heights have little impact on them, only 2 points. The cognitive impairment residents with memory impairment scored 4 points, 4 points, 3 points and 3 points respectively on the carriage handle height, visual impairment guidance system, carriage handle height and wheelchair lift. The score of the guidance system for visual impairment was 5.

Conclusions: The special function design of urban rail transit track can help those residents with urban cognitive impairment improve their sense of well-being, reduce residents' anxiety about travel and transportation, and improve residents' quality of life. These designs enhance the social care for special groups, are full of humanistic care, meet the expectations and needs of special groups for urban rail transit, enable them to better integrate into social life, improve their enthusiasm to participate in social life, and are conducive to the harmonious development of society.

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RESEARCH ON THE STRATEGY OF INTERNET FINANCE HELPING RURAL REVITALIZATION IN XINJIANG FROM THE PERSPECTIVE OF COGNITIVE PSYCHOLOGY

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Background: Cognitive psychology rose in the West in the 20th century, and its research object is the individual's advanced psychological process. This psychology emphasizes the role of knowledge and believes that knowledge is the main factor affecting individual behavior. The research of cognitive psychology involves the cognitive processes of attention, memory and thinking, and studies the unobservable internal mechanisms and processes such as processing, storage and adaptation. Different from the previous psychological research, the research method of cognitive psychology is a systematic scientific method; Compared with behaviorist psychology, cognitive psychology has internal psychological states such as belief, desire and motivation.

The rural revitalization strategy is a milestone in the development of "agriculture, rural areas and farmers". The rural revitalization strategy is inseparable from the support of Internet finance. However, at present, the products and services provided by rural traditional financial institutions cannot keep up with the pace of the times. The solidified business thinking limits the development of rural finance, and rural residents have insufficient cognitive knowledge about Internet finance, without corresponding Internet financial thinking, I can't understand the role of Internet Finance in rural revitalization strategy. How to break this situation is a problem that needs to be solved at present. Xinjiang is also faced with this problem, and even the task is arduous, because the rural population of Xinjiang accounts for more than half of the total population of Xinjiang, farmers lack initial education, the educational level of rural residents is low, and the number of agricultural and non-agricultural vocational education is even less. From the perspective of cognitive psychology, it can be seen that the lack of Internet finance knowledge affects the attitude of rural residents towards Internet finance, resulting in their cautious financial management projects and lack of desire for wealth creation through Internet finance. Most of them just deposit money in banks or post offices, and the limited financial knowledge comes from the staff of major banks or post offices, even those financial products introduced by the staff cannot be well understood, and they are highly dependent on traditional finance. Due to their cautious character, they are unwilling to use Internet finance, afraid of being cheated, and their trust in Internet finance is not high. In addition, limited by the level of education, many rural residents will not use smart phones and other complex tools, and the network coverage in some remote areas is not high, which hinders the development of Internet Finance in rural Xinjiang.

Objective: In order to change the problems of rural residents in Xinjiang in Internet finance, TV, radio and other carriers are used to publicize Internet finance, so as to improve the awareness of rural residents on Internet finance. Make good use of the way of wall brushing publicity and carry out relevant publicity activities. In the activities, attract rural residents by giving small gifts to reduce their rejection of Internet finance, explain the knowledge of Internet finance, answer their questions, focus on the detailed introduction of financial services and products, and remind rural residents to pay attention to financial fraud. Increase their knowledge of Internet Finance and promote the desire of rural residents to buy financial products. Expand the network coverage in rural areas, establish some public Internet places, and teach the use skills of intelligent devices, so that more residents can use intelligent devices normally. With the help of Internet technology, we will further expand the scope of rural financial services and reduce the

cost of financial services.

Research objects and methods: The research object is the rural residents in Xinjiang. The fuzzy evaluation method is used to evaluate the satisfaction of the impact of Internet Finance on the rural revitalization strategy in Xinjiang. Before the evaluation, understand their understanding of Internet finance knowledge and satisfaction evaluation of Internet Finance Assistance Measures. The grade of satisfaction evaluation is divided. The satisfaction score adopts the five-level scoring system. 1-5 points respectively mean very dissatisfied, relatively dissatisfied, average, relatively satisfied and very satisfied. Data processing adopts Excel software and SPSS software. All results are averaged and rounded.

Results: The questionnaire data were processed to study the satisfaction of different village residents with internet financial assistance measures. The results are shown in Table 1.

Table 1. Satisfaction of residents in different villages with internet financial assistance measures

Village	Internet financial knowledge broadcasting and publicity	Internet financial knowledge campaign	Establish public Internet access places	Professor of intelligent device use
Village A	3	4	5	4
Village B	2	3	4	4
Village C	4	5	5	5

In Table 1, residents in different villages in Xinjiang are different in their satisfaction with internet financial assistance measures. The residents of village a scored 5 points on the establishment of public Internet access places, indicating that the residents of village a are very satisfied with this assistance measure. Village B residents were not satisfied with the broadcasting and publicity of Internet financial knowledge, only gave 2 points, and were satisfied with the establishment of public Internet access places and the use of smart devices. On the whole, the residents of village C are the most satisfied with the three assistance measures among the three villages.

Conclusions: The rural development in Xinjiang is relatively slow, the education level of rural residents is not high, and they are relatively excluded from Internet finance. Through the innovative research on the strategy of Internet finance to help rural revitalization, we have increased the broadcasting and publicity of Internet finance knowledge, established public Internet places and other assistance measures, so that rural residents are full of expectations for the development of rural Internet finance, and their understanding of Internet finance is slowly improving.

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INFLUENCE OF THE LINKAGE DEVELOPMENT OF HUMANISTIC TOURISM AND TOURISM CULTURAL INDUSTRY ON ALLEVIATING TOURISTS' PSYCHOLOGICAL ANXIETY

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Background: The improvement of economic level drives the growth of various consumer industries. Tourism is more and more favored by people in the tertiary industry, and the output value of national tourism is growing rapidly. As a very important part of the tourism industry, tourists' mental health has attracted much attention. The fierce competition and fast-paced life have led to a sharp increase in people's psychological pressure, and various mental health problems occur frequently, because the number of suicides due to psychological problems is as high as more than 10 million in the world. Among the mental health problems, psychological anxiety accounts for a large proportion. Psychological anxiety is divided into realistic anxiety and pathological anxiety. The cause of realistic anxiety is the psychological anxiety caused by the occurrence of events or scenes beyond the control of individuals. This anxiety will be alleviated by the resolution or disappearance of events. Because they feel uneasy and nervous for no reason, they lead to pathological anxiety. Under this anxiety, people will feel uneasy and unwarranted fear, sometimes accompanied by physiological symptoms such as palpitation and shortness of breath. This anxiety is relatively persistent. Although the objective factors leading to anxiety have disappeared, this anxiety will continue for a period of time. Generally speaking, the reason for this situation is related to individual personality characteristics. Psychological anxiety has a great impact on people's physical and mental health, and even lead to suicide. Among many ways to alleviate neuropsychological disorders, tourism has become

the choice of many tourists. Through watching beautiful scenery and tasting delicious food in the process of tourism, release the soul, integrate the body and mind into the natural landscape, and alleviate psychological anxiety. Humanistic tourism adds cultural connotation to the tourism and cultural industry. The humanized design, management, and service allows tourists to get more considerate services, promotes the further alleviation of psychological anxiety, and enables tourists to get high-level physical and mental satisfaction, so as to promote tourists' further consumption and deepen tourists' sense of identity with the local tourism and cultural industry. Let the tourism and cultural industry develop better.

Objective: Deepen the linkage development of humanistic tourism and tourism cultural industry, establish corresponding tourism brands and tourism cultural brands according to local characteristics and tourists' consumption needs, so that tourists can enjoy visual and spiritual enjoyment in this tourism atmosphere, so as to gradually eliminate tourists' negative emotions and alleviate tourists' psychological anxiety. Pay attention to the cultivation of the comprehensive quality of tourism practitioners, transform tourism culture into drawings and images, deepen the construction of tourism cultural atmosphere, enhance humanistic value, pay attention to the tourism experience of tourists, and provide humanized services for tourists. Tourists can not only get intimate services, but also relieve their physical and mental fatigue and tension caused by psychological anxiety under this humanistic care. They can also improve their cultural literacy in a strong cultural atmosphere, so as to improve their personal cultural taste.

Research objects and methods: Taking tourists as the research object, 310 tourists are randomly selected from a cultural tourist destination. These tourists come from different regions, and there are certain differences in their occupation, hobby, education and income level. In order to study the impact of the linkage development of humanistic tourism and tourism cultural industry on alleviating tourists' psychological anxiety, a questionnaire was compiled. A total of 310 questionnaires were distributed, 302 questionnaires were recovered, and the invalid questionnaires were excluded. The number of valid questionnaires was 297, and the effective rate was 95.81%. The quantitative value of the impact of specific factors is scored at levels 1-5, with 1-3 indicating no impact, slight impact, and general impact, and 4 and 5 indicating obvious impact and complete impact respectively. The SCL symptom checklist was used to detect the changes in tourists' psychological anxiety. The symptom score was 1-5. The higher the score, the more serious the psychological anxiety. The statistical analysis of questionnaire data was carried out by SPSS software.

Results: The data collected in the questionnaire were statistically analyzed. The scores of psychological anxiety symptoms of tourists in different positions after tourism are shown in Table 1.

Table 1. The influence of college music education integrated into music culture in different regions on college students' emotional disorder

Occupation	Obsessive compulsive symptoms	Interpersonal relationship	Anxious
Junior middle school teachers	1.45±0.64	1.36±0.41	1.28±0.55
Programmer	1.68±0.68	1.33±0.53	1.52±0.62
Civil servant	1.34±0.43	1.48±0.75	1.43±0.60

In Table 1, after the tour, the psychological anxiety symptoms of junior middle school teachers, programmers and civil servants range from mild to general, and there are differences in the scores of psychological anxiety symptoms of tourists of different occupations. The anxiety of junior middle school teachers was the lightest, with a score of (1.28 ± 0.55), followed by interpersonal relationship, with a score of (1.36 ± 0.41). The score of compulsive symptoms of programmers was (1.68 ± 0.68), and the scores of civil servants on compulsive symptoms, interpersonal relationship and anxiety were (1.34 ± 0.43), (1.48 ± 0.75) and (1.43 ± 0.60) respectively.

Conclusions: Integrate culture into tourism, improve the cultural connotation of tourism projects, let tourists feel the humanistic care spirit of the tourist destination, relax their body and mind and reduce the psychological anxiety caused by pressure under the surrounding of beautiful scenery and delicious food. Under the humanistic concept of tourism destination, improve self-cultivation of quality, make self-behavior more civilized, and promote the improvement of self-taste after deeply excavating the cultural connotation of humanistic tourism.

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TEACHING PRACTICE REFORM OF FILM AND TELEVISION MAJOR IN HIGHER VOCATIONAL COLLEGES UNDER THE GUIDANCE OF SHORT VIDEO MARKETING

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Background: The ability to respond to stimuli inside and outside the receptor is called consciousness, or the ability of individuals to recognize and observe themselves and the outside world. Conscious individuals usually have good orientation, can have a clear understanding of the surrounding environment and themselves, and their conscious content in cognition, judgment and reasoning is normal. Consciousness obstacle is the obstacle in the individual's awakening state, orientation and consciousness content. Analyzing the current development of short video from the perspective of consciousness barrier, the vigorous development of short video gradually shows some problems. Short video plagiarism, infringement, handling and other phenomena emerge one after another. When a short video is popular, many short videos of the same type will appear quickly, but the actors inside change, the content is basically similar, and the copyright awareness of the short video producer Lack of legal awareness. Influenced by the general environment of short videos and the idea of putting interests first, the students majoring in film and television in higher vocational colleges are not aware of the awakening state of consciousness, weak awareness of copyright, lack of legal awareness and lack of good orientation. Driven by interests, in order to obtain more traffic, they follow the trend in the production of popular videos, weak awareness of innovation and lack of innovation in the short videos produced. Lack of awareness of the market, lack of judgment ability in the audience's video pain points, awareness content barriers, lack of market awareness, film and television students' aesthetic awareness needs to be continuously improved in order to keep up with the audience's increasing aesthetic awareness.

The development of short video market and the consciousness barrier of film and television majors in higher vocational colleges put forward new requirements for the teaching of film and television majors. In the previous teaching, short video and other related teaching contents should be added, which is not a small teaching reform for the teaching of film and television majors. We need to strengthen the cultivation of copyright awareness, legal awareness, market awareness, innovation awareness and aesthetic awareness of film and television majors, awaken the subject consciousness of film and television majors through teaching, and make their learning attitude more proactive, so as to improve their professional level and adapt to market changes.

Objective: In view of the consciousness obstacles of film and television majors in higher vocational colleges, teaching practice reform should be carried out to enable students to stimulate their subject consciousness in an equal teaching form. In the learning atmosphere of free communication, carry out discussion and Research on problems, enhance the ideological collision between students and cultivate students' interest in learning. Through the in-depth analysis of some excellent cultural works, we can understand the character and relevant background, integrate into the market consciousness, so as to improve the performance level and arouse the resonance of the audience. Let students adapt or create literary works, ponder the author's writing perspective, guess the character of the characters, and deepen their understanding of the characters, so as to improve students' cultural literacy, creative ability and performance ability, which is conducive to the improvement of students' innovative consciousness. Teach students majoring in film and television copyright knowledge and law to improve their copyright awareness and legal awareness.

Research objects and methods: The research object is the students majoring in film and television in higher vocational colleges. This paper analyzes the problems existing in the current short video market and the performance of consciousness obstacles of film and television students, studies the areas where film and television teaching in higher vocational colleges needs to be improved, and collects and processes relevant data. The teaching practice reform intervention experiment is carried out for the learning of film and television major in higher vocational colleges. The film and television students in two classes are randomly divided into control group and intervention group. There is no significant difference in the level of students in the two classes. The control group adopted the teaching practice mode before the reform, and the intervention group adopted the teaching practice mode after the reform. The intervention experiment lasted for 3 months. The teaching practice mode and its effect used in the intervention experiment were quantitatively analyzed by meta-analysis, and the collected experimental data were processed by SPSS software.

Results: SPSS software was used to process the relevant experimental data to study the effect of the reform of teaching practice mode of film and television specialty in higher vocational colleges. The results are shown in Table 1.

In Table 1, after the intervention experiment, the degree of consciousness disorder of film and television

majors in the control group and the intervention group is different. The market awareness score of the control group was (61.22 ± 2.45), and the market awareness score of the intervention group was higher than that of the control group (83.41 ± 3.17). The scores of aesthetic consciousness in the intervention group were higher than those in the control group (32.0 ± 51).

Table 1. The effect of the reform of teaching practice mode of film and television specialty in higher vocational colleges

Group	Market awareness	Innovative consciousness	Aesthetic consciousness
Control group	61.22±2.45	64.56±0.46	70.34±0.58
Intervention group	83.41±3.17	86.32±0.51	93.48±0.55

Conclusions: The rapid rise of short video has become a way of entertainment for many people in their leisure time. The problem of short video market awareness barriers has become increasingly prominent, which has brought enlightenment to the teaching practice of film and television majors in higher vocational colleges. In view of these awareness barriers, we should strengthen the cultivation of film and television Majors' relevant awareness and promote the improvement of students' relevant awareness, so as to improve the professional ability of film and television majors and promote the improvement of short video quality, provide more employment opportunities for students majoring in film and television.

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THE INFLUENCE OF HUMANISTIC SPIRIT ON STUDENTS' THINKING LOGICAL OBSTACLES IN MARXIST PHILOSOPHY EDUCATION

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Background: Thinking logic disorder belongs to the thinking disorder of cognitive disorder. Thinking logic disorder mainly includes four types of thinking logic disorder, such as symbolic thinking and new words. Individuals with symbolic thinking will have obstacles in the use of words, and often give some common words special meanings, which are incomprehensible to ordinary people. The pathological manifestation of symbolic thinking is the anti-wearing behavior of mental patients, or giving some meaning to some things normally, such as green symbolizes life. Individuals make up words and give them special meanings, which has become a new work of words. In addition, the individual thinking with logical inversion thinking is logically confused, without correct logic, and the relevant reasoning cannot be supported by facts or statements. Sophistry thinking individuals use a large number of empty words in word expression, which cannot be realized. The relevant remarks are farfetched, pure nonsense and empty words, stubbornly adhere to their own views and do not listen to the opinions of others. At present, under the influence of traditional education mode, college students are used to passive acceptance of knowledge and are not good at active thinking. In the face of problems, college students' thinking logic ability is insufficient and there are thinking logic obstacles, which are embodied in three aspects: new words, logical wrong thinking and sophistry thinking. The concept is the basic point of thinking logic. Due to the confusion of logical basic points, the understanding of conceptual knowledge is inaccurate, and the similarity and difference of relevant concepts cannot be distinguished, resulting in the misuse of concepts or the lack of knowledge on how to mobilize relevant knowledge. The relevant learning knowledge cannot form a complete logical thinking system, resulting in confusion of thinking logic. Lack of logical thinking method and insufficient ability to observe, analyze and deal with problems.

The humanistic spirit pays more attention to individual values and needs, which represents a kind of value concept and cultural spirit. It includes the humanistic spirit. The organic combination of scientific spirit and humanistic spirit is emphasized in Marxist philosophy education. Through humanistic spirit education, stimulate students' thinking, improve their spiritual realm, and pay attention to the development of students' psychology, thinking and personality. This paper analyzes the influence of humanistic spirit on students' thinking logical obstacles in Marxist philosophy education.

Objective: To understand the current thinking logic obstacles of college students, study the role of humanistic spirit in the all-round development of college students, make a specific analysis of the dominance of Marxist philosophy in humanistic education, and analyze the influence of humanistic spirit on students' thinking logic obstacles in Marxist philosophy education.

Research objects and methods: The research objects were college students with thinking logic disorder. 300 college students with thinking logic disorder were randomly selected from three universities. These students come from different majors and grades. Understand the situation of these students' thinking logic obstacles, analyze the causes of college students' thinking logic obstacles, record relevant thinking logic obstacle data, and evaluate the impact of humanistic spirit on students' thinking logic obstacles in Marxist philosophy education through fuzzy evaluation. The impact degree score adopts grades 1-5. The higher the score, the higher the impact. The relevant data processing software is SPSS17.0 software.

Results: Influenced by the traditional teaching mode, college students are used to the way of passive acceptance of knowledge, students' active learning ability is insufficient, and there are great problems in the logical thinking analysis of problems. The thinking logic is confused and the concept is used indiscriminately. College students of different majors have different degrees of thinking logic obstacles. After Marxist philosophy education, students majoring in business English scored 3 points on new words and expressions, which was 1 point lower than that before Marxist philosophy education. The relevant results are shown in Table 1.

Table 1. Scoring of thinking logic obstacles of college students of different majors before and after Marxist philosophy education

Major	Time	Word remaking	Logical fallacy thinking	Sophistry thinking
Business English major	Before education	4	4	4
	After education	3	2	2
Computer major	Before education	3	3	3
	After education	1	1	1
Financial management	Before education	4	4	4
	After education	2	3	2

Conclusions: Thinking logic disorder is a common thinking disorder among college students, which is manifested in the confusion of the basic points of thinking logic, the poor relevance of speech logic and the lack of logical thinking methods. The humanistic spirit in Marxist philosophy education pays attention to the all-round development of college students, which can affect the quality of college students at multiple levels and angles, and play a positive role in promoting the thinking and logic ability of college students. Under the thinking training, improve the mind of college students, so as to think effectively, improve the confusion of thinking logic, improve the ability of college students to distinguish value, and alleviate the obstacles of college students' thinking logic.

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METHODS OF COLLEGE COUNSELORS INNOVATING STUDENTS' IDEOLOGICAL AND POLITICAL THEME EDUCATION PATH FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology is to study and record the psychological activities and change laws related to educators and educated. The research environment is the process of education and teaching. This psychology belongs to a branch of psychology and is an interdisciplinary subject between educational science and psychological science. At the end of the 19th century, educational psychology developed into an independent discipline. With the continuous development of society and the increasing need of education, the task of educational psychology is adjusted, and the scope of research objects of educational psychology is slowly expanded. In the early stage of development, educational psychology focused on the research and discussion of learning psychology and learning laws, and these research contents were mainly intellectual

education. When people gradually pay attention to the all-around development of individuals, the educational content has been adjusted accordingly, and the moral behavior, emotion and aesthetic emotion are listed as the key training content. Educational psychology includes school education, family education and social education. The development of individual morality, intelligence, physique and beauty is mainly formed in schools. Therefore, the generally mentioned educational psychology refers to school education, and its research content refers to the psychological change law of teachers and students in the process of school education. It can also be expressed as the psychological law of studying students' learning education and teachers' education and teaching.

In college education and teaching, counselors occupy a very important position. In addition to managing students' daily life and study, they should also care about students' psychological changes and provide them with psychological counseling. In the process of psychological counseling, counselors will improve the efficiency of psychological counseling by using psychological knowledge. At present, with the rapid development of network technology, students can receive all kinds of new things and ideas in the network. However, it is the convenience of the Internet that increases the scope of the spread of social emotions. These social emotions bring a large number of negative emotions to college students, which seriously affects the mental health development of college students, so college students are driven by negative emotions and do some bad things. At this time, if someone interferes with and correctly guides the thought and behavior of college students, it will avoid the development of some bad things. Therefore, it is very necessary for college counselors to use educational psychology to innovate students' ideological and political theme education, which is conducive to the good development of college students' study and life, and help them cultivate good moral quality.

Objective: To apply educational psychology to the innovation of Ideological and political theme education, set up a reward and punishment system through counselors in class management, let students supervise each other, properly formulate a class goal and establish class honor, which is conducive to students' positive collective consciousness. Driven by the collective consciousness, students will predict the consequences of self-assessment, urge yourself to correct your words and deeds. In the daily management of students, master the psychological changes of students, widely use psychological hints, and imperceptibly promote the enhancement of students' psychological quality.

Research objects and methods: The research objects are college students. Four classes are randomly selected from a university. These classes are for freshmen and sophomores, and there are two classes in each grade. The majors of these four classes are business English, garden, computer and civil engineering. The fuzzy comprehensive evaluation method is used to evaluate the impact of ideological and political theme education innovation on the psychological status and behavior of students in these four classes. The experimental time is one semester, during which the relevant experimental data are recorded. Grade 1-5 scores are used to quantify the impact of specific factors. The higher the score, the greater the impact. The relevant experimental data were processed and analyzed by SPSS software.

Results: Educational psychology can make the ideological and political theme of education of counselors more perfect from the left, and enhance the scientific of student management. In the face of different students, counselors can carry out targeted ideological education and teaching by using educational psychology teaching to help each student grow. After the innovation of ideological and political theme education path, students' psychological quality has been significantly improved. The class learning enthusiasm score of business English major is 5 points, and the score of computers major in pressure resistance and creativity is 4 points. Table 1 shows the psychological quality scores of students in different majors after the innovation of ideological and political theme education paths.

Table 1. Psychological quality scores of students in different majors after the innovation of ideological and political theme education path

Major	Learning enthusiasm	Compressive capacity	Creative ability
Business English major	5	4	3
Computer major	5	4	4

Conclusions: The continuous development of informatization has opened up the horizons of college students and enriched their knowledge. However, there are advantages and disadvantages. Due to the small control of network information, college students will be exposed to some negative emotions, which is not conducive to their healthy growth of body and mind. The traditional way of education can no longer meet the needs of college students' ideological and political education. Educational psychology is used to innovate the traditional way of education. When psychological counseling for students, counselors teach each student according to their aptitude, have equal dialogue, improve students' psychological quality and cultivate pillars for the country.

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THE CAREER OF PRESIDENT ZHONG RONGGUANG OF LINGNAN UNIVERSITY FROM THE PERSPECTIVE OF HISTORICAL PSYCHOLOGY

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Background: Historical psychology can also be called psychological history. This psychological research includes the relationship between individual psychology and activity achievement, ability and creative activity. The relationship between individual psychology and social history, the historical clues in the process of psychological development, the historical development of psychological quality, and psychological quality includes ability, consciousness and so on. The psychological characteristics of social and historical figures and the relationship between relevant historical events and them. According to these psychological bases and characteristics, the historical development process of individual psychology is summarized. Some historians believe that independent personality is related to the development of the times. It does not exist in the primitive society, but after the disintegration of the primitive commune. Under the formation of social class, different personality characteristics are formed according to the different social divisions of labor, so that individuals have a spiritual life.

From the perspective of historical psychology, this paper studies the career of Zhong Rongguang, President of Lingnan University. Zhong Rongguang, President of Lingnan University, played a very important role in the educational circles during the period of the Republic of China. “Cai Yuanpei in the north and Zhong Rongguang in the South” is a high affirmation of his contribution to the educational circles. He was the president of the first generation of universities in China. He played an important role in Chinese education and transformed Chinese traditional education into modern education. Zhong Rongguang, born in Zhongshan city, Guangdong Province, is a famous educator and social activist in modern China. He actively carried out educational reform. In 1912, he served as the director of education in Guangdong. In accordance with Sun Yat Sen’s knowledge, he vigorously promoted Cai Yuanpei’s democratic school running. Learn from the advanced education system in Europe and America, reform the old schools, implement the compulsory enrollment system for children, and advocate those men and women can study in the same school. Normal schools were restored and added to encourage women to study in schools and study abroad. During this period, the “Lingnan exchange student program” was formulated. Pay attention to overseas Chinese education, adhere to patriotism and advocate love education.

Objective: To understand the research scope of historical psychology, study the career of Lingnan University President Zhong Rongguang from the perspective of historical psychology, and understand his life stories and historical events at each important turning point of life. So as to know his achievements and specific performance in education, as well as the impact of these educational achievements on Chinese education, so as to set an example for the educational community, let everyone remember his hard work for Chinese education, and urge educators to take over the educational burden, move on and promote the continuous development of Chinese education.

Research objects and methods: The research objects are school teachers. 100 teachers are randomly selected from 20 colleges and universities. These teachers have a different political outlook, educational background and family background, understand their attitudes and views on education, record relevant data, process them with SPSS software, use fuzzy evaluation, and quantify the influencing factors with grade 1-5 score, the lower the score, the smaller the impact. This paper studies the impact of Lingnan University President Zhong Rongguang’s career on Chinese education.

Results: Historical psychology can study the psychological characteristics of social and historical figures and the relationship between relevant historical events and them. From the perspective of historical psychology, it can study the career of Zhong Rongguang, President of Lingnan University, analyze the important events at each stage of life, the impact on Chinese education and the enlightenment to Chinese educators. Through fuzzy evaluation, from the perspective of different teachers, ideological and political teachers have the highest proportion of people who understand the career of President Zhong Rongguang of Lingnan University, accounting for 74.19%. The relevant results are shown in Table 1.

Conclusions: Zhong Rongguang was a famous educator and social activist in the period of the Republic of

China. He occupied an important position in the educational circles at that time and had a far-reaching influence. He is still remembered by many people today. From the perspective of historical psychology, this paper studies Zhong Rongguang's life. He made different contributions to China's education in different stages of life, which had a great impact on that time and now. In order to commemorate his outstanding contribution to the University, Lingnan University was honored as the "father of Lingnan University". At that time, his office in Lingnan University was also regarded as a "holy land".

Table 1. Proportion of different teachers who know about the career of Lingnan University President Zhong Rongguang

Teacher	Number of people (%)	Do not understand (%)	A little understanding (%)	General understanding (%)	Better understanding (%)	Very well (%)
Ideological and political teachers	31 (100)	0 (0.00)	3 (9.68)	4 (12.90)	23 (74.19)	1 (3.23)
Senior teachers	34 (100)	1 (2.94)	6 (17.65)	9 (26.47)	18 (52.94)	0 (0.00)
Philosophy teacher	35 (100)	1 (2.86)	3 (8.57)	5 (14.28)	25 (71.43)	1 (2.86)

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APPLICATION OF COOPERATIVE LEARNING IN ENGLISH LANGUAGE ANXIETY REDUCTION STRATEGIES

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Background: When individuals fail to achieve their goals or encounter the threat of insurmountable obstacles, they will attack their self-confidence, feel frustrated self-esteem, and produce anxiety and even fear, which is anxiety. In the process of language learning, language anxiety often occurs because the learning effect cannot achieve the desired effect. Especially in English learning or second language learning, students often harden their heads to read, write and speak for self-esteem. They are afraid of being ridiculed by their classmates after making mistakes, and are always in a state of high anxiety. Some students have a strong personality. When they see that their classmates learn better than themselves, they will feel uncomfortable. After a long time, they will have anxiety. When answering the teacher's questions, they often dare not say their uncertain answers in English, hesitate, full of timidity and anxiety, and even dare not speak because their pronunciation is not standard, afraid of the teacher's roll call. In addition, the atmosphere of English language learning will also affect students' learning mood. In the repressed classroom atmosphere, students often dare not be afraid of teachers' questions, and the whole classroom will be in a state of tension and anxiety. If the classroom atmosphere is boring, students' learning enthusiasm will be greatly reduced. In order to improve the efficiency of students' English learning, we need to solve the problem of students' English language anxiety.

Cooperative learning promotes students' learning through the establishment of learning groups and the interaction of teaching dynamics. The scoring standard of this learning model is group achievement. Cooperative learning involves many educational theories such as cognitive psychology and educational sociology. It creates a good learning atmosphere in the joint learning of groups. In the form of health and happiness, students' negative emotions will gradually weaken, gradually form a positive learning attitude, actively participate in classroom activities, and promote the improvement of English learning efficiency. In this process, students' English language anxiety will also gradually reduce. When cooperative learning is divided into groups, the number of groups should be controlled at about 4, which is conducive to the construction of interactive security. In group activities with a relaxed learning atmosphere, students will have a sense of belonging and identity.

Objective: To intervene college students' English language anxiety through cooperative learning, reduce college students' English language anxiety, improve college students' enthusiasm for English learning, enable college students to learn from each other in English groups, improve English performance, improve students' English-speaking ability, and no longer be afraid to answer teachers' questions in class. So that

those students with strong personality can cultivate a sense of benign competition in active interactive learning, so as to live in harmony with the team members. In addition, through cooperative learning, exercise college students' communication ability, use English to communicate among team members, and deepen college students' understanding and mastery of English.

Research objects and methods: The research objects are non-English majors in a university. Two classes of the same major in freshman year are randomly divided into control group and experimental group. There is no significant difference in students' English level between the two groups. The number of students in the control group was 40 and the number of students in the experimental group was 41. During the experiment, the control group adopted the traditional teaching mode, and the experimental group adopted the cooperative learning teaching mode. The teaching contents of the two groups were the same, and the experimental time was 1 semester. In the cooperative learning teaching mode, students are divided into balanced groups according to their personality and learning ability, with 5 people in each group and a clear division of labor. The team leader is assumed by the team members in turn. During the experiment, collect and sort out relevant experimental data, evaluate college students' English learning by using principal component analysis, and record the change data of students' English language anxiety. The relevant experimental data processing software is SPSS software.

Results: SPSS software was used to statistically analyze the relevant experimental data and study the changes of English average scores of the two groups before and after the experiment. The results are shown in Figure 1.

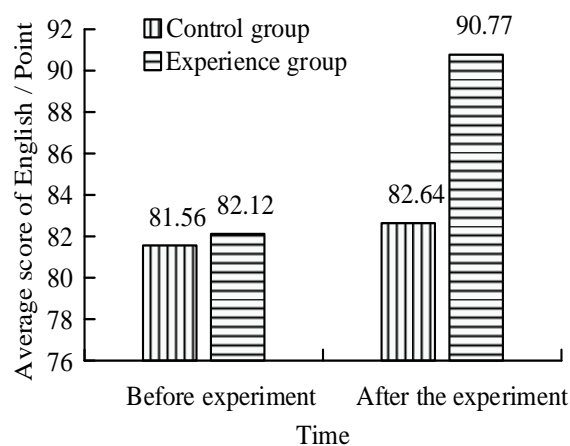


Figure 1. Changes in average English scores of the two groups before and after the experiment

In Figure 1, in the English test, the full score is 100. Before the experiment, there was little difference in the average English scores between the two groups. After the experiment, the average score of the students in the experimental group is significantly higher than that in the experimental group. The average score of the students in the experimental group is as high as 90.77 points, and the English ability of the students in the control group is basically not improved. Through the changes of English scores of the two groups of students, it can be seen that cooperative learning can improve students' English learning ability.

Conclusions: Due to personal character, classroom atmosphere and teaching quality, college students will have varying degrees of English language anxiety and fear and exclusion of English communication. Through the cooperative learning teaching mode, college students' English learning level has been significantly improved, their learning enthusiasm has been greatly improved, their English language anxiety has been significantly reduced, and the classroom atmosphere has become active.

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INNOVATIVE APPLICATION OF MULTIMEDIA FILM IN COLLEGE CLASSROOM TEACHING FROM THE PERSPECTIVE OF COGNITIVE PSYCHOLOGY

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Background: Cognitive psychology mainly studies the information processing process of attention and

perception. After being stimulated by visual, auditory and other sensory organs in the learning process, learners will convert it into neural information and register it. The registered information is processed by working memory. This processing method belongs to memory storage. The memory storage time is about 30 seconds. The amount of relevant stored information is relatively limited. When the storage capacity exceeds seven, the original information will be forgotten. When the amount of information exceeds seven, it will become long-term memory. This memory method encodes information and stores it permanently. The way of information extraction can be directly extracted through reactors such as hands and eyes, or the information can be transformed into short-term memory, and then the reactor can be used to extract the information. This is the information processing mode involved in the learning process of college students. For example, by analyzing the reasons for the poor effect of college English classroom teaching, we can start from the information processing mode of learning. We can see that the teaching mode is lack of novelty and cannot bring obvious stimulation to college students in vision and hearing. Most students only accept it passively, and their pragmatic ability has not been exercised. In English classroom teaching, the lack of a relevant language environment and scene is not conducive to students' memory, association and learning, and lack of interest. The way teachers convey information is relatively simple, and the interpretation of words is somewhat stiff, which makes it difficult for students to understand. English movies are a means for college students to learn English, which can help them better understand English, practice English, understand the cultural differences between China and the west, and then improve their English learning ability. Therefore, English movies can be combined with multimedia technology and applied in college English classroom teaching.

Objective: The application of multimedia films in foreign language classroom teaching in colleges and universities can help college students improve their language pragmatic competence, so that college students can understand and learn some fixed expressions and language habits used in real life in various films. And the multimedia video film is relatively novel, which can strongly stimulate college students, stimulate their learning enthusiasm and initiative, and help them remember and associate in the process of English learning. In addition, multimedia movies can create a real context for college students and improve their social pragmatic competence.

Research objects and methods: The research objects are college students. Randomly select students from four classes from sophomores in a university. These classes come from different majors, and the number of students in each class is 45. Before the experiment, understand the learning situation of students in each class and make corresponding records. The experimental time is one semester. During the experiment, these students were taught in the reformed English classroom teaching mode. SPSS software is used to process and count the experimental data, and the original analysis method is used to quantitatively analyze the impact of the reformed English classroom teaching mode on college students' English learning.

Results: The traditional English classroom teaching model is not innovative enough to stimulate students' enthusiasm for English learning. It is necessary to reform the teaching model. After the reform, multimedia films are used to create a good language learning atmosphere for students, so that students can better remember and associate through listening and vision. Students' learning enthusiasm is greatly improved. Students majoring in language and literature have higher English scores than students majoring in mathematics. The relevant results are shown in Table 1.

Table 1. College students' English achievement before and after the reform of English classroom teaching mode

Time	Language and literature major	Mathematics major	English major	Computer major
Before reform	71.05	70.33	84.36	73.84
After reform	87.52	82.67	95.17	86.58

Conclusions: From the perspective of cognitive psychology, this paper analyzes the problems of college English classroom teaching mode. The traditional teaching mode is lack of innovation, cannot stimulate students' learning enthusiasm, and cannot meet the needs of the development of the times. Multimedia movies can vividly express knowledge which is related to English through three means: sound, text and image, which can leave a deep impression. Therefore, the traditional teaching mode should be reformed in combination with multimedia technology, so that students can no longer passively accept English knowledge and increase students' participation and enthusiasm. With the help of multimedia movies, it can promote the improvement of college students' English learning ability, provide college students with the ability of social language exercise, and enhance their listening and speaking ability. Let students know the language use habits and behavior habits between different cultures, and understand the differences of language use in different contexts.

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THE INFLUENCE OF LEISURE SPORTS BASKETBALL TRAINING ON IMPROVING COLLEGE STUDENTS' PHYSICAL HEALTH LEVEL AND LEARNING ANXIETY

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Background: The modern development of science and technology not only brings convenience to people's life, but also indirectly reduces people's exercise. The convenience of the Internet has reduced the number of college students shopping in physical stores and eating in restaurants. Even many college students are addicted to the Internet. In addition to necessary activities, they are basically just staying in their dormitories, staying up late to surf the Internet and play games. In the long run, the physical health level of college students has seriously decreased and their body is in a sub-health state. If it continues, it may lead to sudden death or major diseases. In addition to the worrying physical health level of college students, the mental health status of college students also needs to be paid attention to. College students' learning anxiety is one of college students' psychological problems. After entering the university, many students do not adapt to the way of free learning in the university. Some students have weak autonomous learning ability, cannot keep up with the pace of teachers' teaching, and the learning effect is poor, resulting in learning anxiety. In the state of learning anxiety, there will be lax attention, unable to remember the learning knowledge and unclear learning ideas. Gradually, these students will become grumpy, reject learning, and even have physiological symptoms such as headaches and dizziness. Students with learning anxiety will panic about the exam. They will become nervous during the exam, and their palms will sweat. It is difficult to calm down, and sometimes their minds will be blank. There are two reasons for students' learning anxiety, which are divided into internal reasons and external reasons. Internal reasons, such as students' low self-confidence, strong desire for success, introverted personality, etc., external reasons come from academic pressure, fear of exams, pressure from parents and teachers, etc.

In view of the fact that college students spend their leisure time in their dormitories and have learning anxiety, leisure sports can be used to fill the leisure time of college students, which can not only exercise and improve the physical health level of college students, but also alleviate their emotions and reduce their learning anxiety. Among them, leisure sports refer to the use of leisure time for sports activities, so that the human body can be exercised and the emotion can be vented. Leisure sports include fitness, basketball training, aerobics and other sports. Therefore, according to the function of leisure sports, this paper studies the impact of leisure sports basketball training on Improving college students' physical health level and learning anxiety.

Objective: Through leisure sports basketball training, promote the metabolism of human function, improve the physical health level of college students, exercise the willpower of college students under unremitting basketball training, learn to unite and cooperate with classmates in group cooperation, and cultivate the spirit of collective righteousness. At the same time, let college students divert their attention and adjust their psychological status in the process of sports, so as to slowly reduce their learning anxiety. It can also improve students' sports personality, obtain success and satisfaction from leisure sports basketball training, and let them gradually fall in love with basketball training, so as to stick to it all the time.

Research objects and methods: The research objects are college students. Using data mining technology, 300 college students with learning anxiety were randomly selected from the student mental health database in the mental health consulting room of a college student, and their physical quality was in a sub-health state. According to the actual situation, these college students are divided into learning anxiety group, basketball training group, fitness group and aerobics group. In addition to normal teaching activities in the learning anxiety group, other groups carried out corresponding leisure sports, 2 class hours a week for one semester. During this period, the relevant experimental data were recorded, and the influencing factors were quantified by using grade 0-4 score. The higher the score, the greater the impact. SPSS software was used as data processing and statistical software to study the impact of leisure sports basketball training on Improving college students' physical health level and learning anxiety.

Results: Anxiety is a common psychological problem among college students' mental health problems, and learning anxiety belongs to one kind of anxiety. Due to personal character, low self-esteem, lack of learning ability and pressure brought by parents, college students have learning anxiety, and learning has become a painful thing for college students. In addition, unhealthy work and rest habits reduce the physical health level of college students. In order to improve college students' physical and mental health, leisure sports basketball training is carried out. After leisure sports, the classroom anxiety score of the basketball

training group is 1 point lower than that of the fitness group. The relevant results are shown in Table 1.

Table 1. Scoring of college students' learning anxiety after leisure sports

Group	Classroom anxiety	Test anxiety	Inattention
Learning anxiety group	4	4	4
Fitness group	2	2	1
Basketball training group	1	2	1
Aerobics group	2	1	2

Conclusions: Leisure sports basketball training can promote the metabolism of college students, help them improve their bad living habits, alleviate some negative emotions, such as learning anxiety, and improve the physical and mental health level of college students.

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MOTIVATION OF NON-OSTENTATIOUS PSYCHOLOGY OF LUXURY CONSUMPTION POST-95S BASED ON THE OBSTACLE OF THINKING LOGIC

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Background: Thinking logic disorder belongs to cognitive disorder. If the description is more accurate, thinking logic disorder belongs to thinking disorder. Thinking logic barriers can be divided into four types: symbolic thinking, new words, logical fallacy thinking and sophistry thinking. In symbolic thinking, a person uses more common words and actions to express some meanings that ordinary people can't understand. Symbolic thinking shows the association barrier between image concept and abstract thinking. For example, schizophrenic patients wear clothes backwards. In the new works of words and expressions, patients will fuse and piece together some concepts, and create text symbols with special concepts. Most of this thinking logic disorder is juvenile schizophrenia. The logical fallacy thinking will appear logical oddity. Without logic, we can't find the basis of reasoning and understand this kind of thinking expression. Sophistry thinking belongs to the association barrier. The understanding of views is relatively vague and has no exact basis. It is just talking with confidence. The patient's relevant speech statements are far-fetched and will not accept other people's suggestions and criticisms.

With the rapid development of economy, people's living standards have been greatly improved, the capital investment of consumption has increased to a certain extent, and the proportion of luxury goods in the market has increased year by year. In luxury consumption, there is a situation of "showing off wealth", and the purchased luxury goods are displayed through the Internet, which is disgusted by morality. People's "hatred of wealth" is not only a simple resentment, but also a moral value judgment. This psychology belongs to symbolic thinking in the logical barrier of thinking. And in the process of the continuous development of luxury consumption, there is a symbolic trend of luxury, that is, luxury can reflect social status, which is still the performance of symbolic thinking. However, with the passage of time, the luxury consumption post-95s gradually tend to be rational, and the impulsive consumption behavior gradually decreases. In view of this, under the obstacle of thinking logic, this paper studies the motivation of the non-conspicuous psychology of luxury consumption post-95s.

Objective: To understand the performance of consumers with thinking logic disorder in luxury goods, and to study the relationship between non-ostentatious consumption of luxury goods and self-realization needs. This paper makes a specific analysis of the motivation of non-conspicuous consumption psychology, studies the relationship between non-conspicuous consumption psychology and four motives: quality follow, cultural identity, group ownership and risk avoidance, and understanding the impact of each factor on it. This paper makes a specific analysis on the motivation of non-conspicuous psychology of luxury consumption post-95s, and understands the relationship between education level, family income level, occupation, habitual residence, gender and conspicuous degree.

Research objects and methods: The research objects are post-95s social people who consume in high-end luxury places. 210 post-95s social personages who consume luxury goods were randomly selected from five major luxury stores in a city understand the luxury consumption experience of these social people, record their occupation, education level, gender, family income and other relevant personal information,

record relevant research data in the investigation and research, and judge the motivation of showing off or non-showing off with a score of 1-5. The following three points indicate non-showing off, and more than three points indicate showing off. The influencing factors of non-conspicuous consumption are detected by principal component analysis. The larger the variance of the common factor, the more effective it is in explaining the relevant results. Using SPSS software for data processing and analysis, this paper studies the motivation of post-95s non-conspicuous psychology of luxury consumption based on the obstacle of thinking logic.

Results: The non-ostentatious motivation of consumers with thinking logic disorder in luxury consumption was studied. Through principal component analysis, the common factor variance of four motives and non-ostentatious psychology was tested. It was found that the common factor variance of these indicators was greater than 0.4, indicating that the selection of these indicators can significantly affect the overall results. In the mean value of relevant conspicuous degree factors, the factor scores of consumers with high school education or below is higher than that of consumers with a college education. The factor score of consumers with a college education is 2.71. The relevant results are shown in Table 1.

Table 1. Factor score of conspicuous degree of post-95s thinking logic barrier consumers in luxury consumption

Education level	High school and below	Junior college	Undergraduate	Graduate and above
Factor mean	3.39	2.71	2.52	2.80

Conclusions: With the change of luxury consumption psychology, women and public institutions are more inclined to non-conspicuous consumption. The consumption behavior of the rich class began to change, and their consumption behavior became more rational. The symbolic meaning of luxury goods has been weakened to a certain extent. By studying the consumption psychology of luxury consumer groups, we can promote social healthy consumption and make the consumption psychology of luxury consumer groups more rational and legal, so as to promote social fair consumption.

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HUMAN RESOURCE MANAGEMENT IN THE MANAGEMENT OF COMMUNICATION ADAPTATION OBSTACLES AND EXECUTIVE ADAPTABILITY OF ENTERPRISE EMPLOYEES

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Background: Patients with communication adaptation disorder will have poor communication in the process of communication, so that communication adaptation patients will produce negative emotions, resulting in emotional disorders such as anxiety, depression, uneasiness and cramping. It will produce a kind of exclusion and avoidance psychology for communication, which will seriously affect life and work. The cause of the disease is the comprehensive effect of psychosocial stress and individual quality. Patients with communication adaptation disorder will have emotional disorders and short-term mild troubles. For employees with communication adaptation barriers in the enterprise, in the actual work process, due to the employees' own personality, the work communication with other employees or leaders is not smooth, and the actual problems and personal work needs cannot be solved, which affects the work progress, has a certain impact on the performance of the department, and makes the employees with communication adaptation barriers feel great pressure, produce negative emotions such as anxiety, anxiety, self-doubt and self-denial, which will affect the normal work of employees and even the work of other colleagues. In the long run, it will form a vicious circle, which is not conducive to human resource management and company development.

In addition, communication adaptation barriers and employees' executive adaptability also affect the development of enterprises. Executive adaptability includes executive ability and adaptability. Executive ability refers to the ability to effectively use resources to achieve goals with quality and quantity. In the face of different objects, the interpretation of executive ability is different. The executive ability of

enterprise employees means the ability of employees to handle affairs, the executive ability of the team represents the combat effectiveness of the team, and the executive ability of the enterprise means the business ability of the enterprise. Whether the enterprise can succeed has a great relationship with the executive ability of these three aspects. The ability to cope with changes means the ability of employees to solve problems timely and effectively after changes in the environment and opponents. The ability to cope with changes is affected by experience, knowledge, individual intelligence and so on. Through the training and reasonable allocation of human resources, we can stimulate the enthusiasm of employees and enhance the value of human resources. According to the characteristics of human resource management, this paper analyzes the management of communication and adaptability of employees in enterprises.

Objective: To understand the performance of communication adaptation barriers of employees with communication adaptation barriers in enterprises and their executive adaptability, determine the importance of communication in human resource management, analyze the reasons for their poor communication and insufficient executive adaptability, and put forward solutions. By strengthening the two-sided communication between managers and employees, creating a favorable communication environment, improving the communication system and building an effective communication platform, we can alleviate the communication adaptation barriers of employees. Promote the improvement of employees' executive ability through the construction of executive culture, and strengthen employees' awareness of executive adaptability under the training of executive ability and adaptability.

Research objects and methods: The research objects were employees with communication adaptation disorder. 120 employees with communication adaptation disorder were randomly selected from 4 large enterprises. These employees came from different occupations, education levels and ages. Understand their communication skills, executive adaptability, relevant work needs and work progress in the process of work. Record relevant data and adopt fuzzy evaluation to study the satisfaction evaluation of employees with communication adaptation barriers to human resources management reform and the changes of employees' communication adaptation barriers. Using SPSS17.0 software processes and analyzes the data. The satisfaction evaluation adopts a grade 1-5 score. The higher the score, the higher the satisfaction.

Results: In many enterprises, employees have different degrees of communication and adaptation barriers, and their executive adaptability is different. Through the reform of human resources management, the communication adaptation obstacles of employees have been alleviated to varying degrees. The satisfaction score of employees with high school education and below in strengthening the two-sided communication measures between managers and employees is 4 points, which is 1 point lower than that in creating a favorable communication environment. The relevant results are shown in Table 1.

Table 1. Evaluation of employees with communication adaptation barriers' satisfaction with human resource management reform

Education level	Strengthen the two-sided communication between managers and employees	Create a favorable communication environment	Carry out executive adaptability training	Establish competitive incentive mechanism
High school and below	4	5	4	5
Specialty	5	5	5	4
Undergraduate	4	4	4	4
Graduate student	5	4	4	5

Conclusions: How to solve the communication adaptation obstacles and executive adaptability of employees is a problem that enterprises need to solve at present. By strengthening the two-sided communication between enterprise leaders and employees, we can timely understand the work needs of employees, correctly treat the work opinions of employees, and adopt and communicate appropriately. In the relevant human resource management communication measures and implementation response capacity measures, the communication adaptation obstacles of employees are alleviated and the implementation response capacity of employees is improved.

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INFLUENCE OF THE INTEGRATION OF NATIONAL TRADITIONAL CULTURE INTO MODERN FASHION DESIGN ON PATIENTS WITH COMMUNICATION ADAPTATION DISORDER

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Background: Communication adaptation disorder means that in the process of communication, the communication is not smooth, resulting in patients with emotional disorders such as worry and depression. Among them, communication has been in trouble for a long time. Communication adaptation disorder will lead to maladaptive behavior, such as irregular life, and lead to physiological dysfunction such as poor sleep, which will affect social function. The cause of the disease is the comprehensive effect of psychosocial stress and individual quality. Patients with communication adaptation disorder will have emotional disorders and short-term mild troubles. It will change into a mental illness, but it will not affect the quality of life. Communication adaptation disorder can be divided into six types: anxiety, depression, abnormal conduct, mixed emotion and conduct, mixed emotional performance and so on. Each type has corresponding symptoms. For example, patients with anxiety communication adaptation disorder will show tension, uneasiness, upset, palpitation, sometimes panting and fidgeting. Patients with abnormal conduct and communication adaptation disorder are mostly seen in teenagers. These patients will have bad behaviors such as truancy, absenteeism and theft, which will infringe on the rights of others.

There are 56 ethnic groups in China. There are great cultural differences among ethnic groups. Many ethnic groups have their own cultural language. If the culture and language are not interlinked and do not understand each other's cultural habits, it will be difficult for ethnic communication, which is very difficult for patients with communication adaptation disorder. In order to prevent the stimulation of inter-ethnic cultural barriers to patients with communication adaptation disorder, resulting in large fluctuations in their emotions, we can integrate the national traditional culture into modern fashion design, reduce the sense of ethnic differences, and make them feel familiar when communicating face-to-face. Therefore, we can integrate national traditional culture into modern fashion design and make a specific analysis and research on the impact of communication adaptation disorder patients.

Objective: To analyze the national traditional culture, understand the clothing characteristics of various nationalities, list the elements of national clothing, and analyze the characteristics of these elements. For example, the pattern elements adopt the way of giving up the shape and taking the meaning, which visually symbolizes all kinds of animals and creatures and turns them into the pattern of clothing. In the process elements, a variety of processes are adopted, such as tie-dyeing and embroidery, and accessories are used to match, to increase the beauty and coordination of clothing. In addition, the elements of national clothing also include structural modeling elements and fabric elements. Integrating these national clothing elements into modern clothing design can not only meet the material needs of patients with communication disorders, but also meet their spiritual needs so that they can increase their sense of national familiarity and draw the distance between them when communicating among different nationalities.

Research objects and methods: The research objects are college students with communication and communication disabilities. Using data mining technology, 310 college students with communication and communication disabilities are randomly mined from the mental health database of three universities to understand their usual behavior and psychological status, grasp their views on fashion design and their understanding of national traditional culture. Record the relevant data through SPSS18.0 software to process data, and analyze and study the impact of the integration of national traditional culture into modern fashion design on patients with communication adaptation disorder. When quantifying relevant influencing factors, grade 1-5 is adopted. 1-3 points indicate no impact, slight impact and general impact, and 4 and 5 points respectively indicate obvious impact and complete impact.

Results: Stimulated by the long-term difficulties of the outside world, patients with communication adaptation disorder will become irritable and bored, produce a lot of negative emotions, and show them in words and deeds. When communicating with people of different nationalities, the differences of national cultural habits will aggravate the stimulation of communication difficulties and make the mood of patients with communication adaptation disorder fluctuate. In order to reduce this cultural strangeness, the traditional national culture is integrated into modern fashion design, and the familiarity with other national cultures is increased imperceptibly. Freshmen with communication and adaptation barriers believe that the integration of pattern elements of national clothing into modern clothing design has a complete impact on them. The score is 5 points. The specific results are shown in Table 1.

Conclusions: Patients with communication adaptation disorder have certain obstacles in communicating with others, which will produce negative emotions such as tension and uneasiness, and do not know what to

say to others. Starting from modern fashion design, integrate the traditional national culture, get familiar with the culture of other nationalities imperceptibly, and promote communication.

Table 1. The influence of the integration of national traditional culture into modern fashion design on patients with communication adaptation disorder

Grade	Pattern element	Process elements	Fabric elements	Structural modeling elements
Freshman	5	4	3	5
Sophomore	4	5	4	5
Junior	4	5	5	4

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CAUSES AND COUNTERMEASURES OF COLLEGE STUDENTS' ANXIETY IN ENGLISH SPEECH

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Background: Anxiety is an internal conflict of individual psychology or emotion, which leads to irrational fear or excessive worry. Anxiety has many social manifestations, such as emotional anxiety, post-traumatic stress, obsessive-compulsive disorder and phobia. Speech anxiety is a kind of state anxiety reflected in special scenes. It belongs to a series of physical and mental discomfort feelings or behaviors that individuals show in the process of expected activities. In the process of speech, the speaker's anxiety usually shows certain symptoms in physiology, psychology and language thinking, such as limb trembling, rapid heartbeat, voice trembling, forgetting words, sweaty palms, etc., so that the coordination of behavior and language is reduced. Especially when using non-native language to make a speech, the speaker's anxiety will become more serious. As an auxiliary means of teaching, public speech helps to improve students' oral communication skills, enhance their critical thinking ability, stimulate their learning enthusiasm and improve their comprehensive language application ability. Successful public speaking not only shows the speaker's solid language skills and skilled nonverbal skills, but also shows the speaker's good psychological state. However, many studies have shown that most people and even experienced speakers show varying degrees of anxiety.

With the continuous advancement of college English teaching reform in China, college students' English speech has attracted more and more attention. There have been many high-level English speech competitions, which have promoted the cultivation of college students' quality and ability. Studies have shown that college students can improve at least five abilities after speaking in English, which are English language level, psychological quality, cultural cultivation, critical thinking and aesthetic ability. From the perspective of teaching, English speech can improve language communication ability, listening and speaking ability and application ability, and then enhance college students' interest in learning. Therefore, many domestic colleges and universities take English speech as an elective or compulsory course. However, English speech anxiety has always restricted the improvement of college students' English speech level. In order to effectively alleviate speech anxiety, a large number of scholars have also carried out many related studies. Research shows that the main cause of anxiety in English speech is the lack of speech skills. Therefore, college students must strengthen their basic speech skills training, so as to reduce the anxiety in English speech and finally achieve the success of speech.

Objective: Classroom teaching practice based on English speech for college students aims to provide targeted guidance for eliminating learners' speech anxiety and language shock, so as to help them improve their English speech level and communicative competence.

Research objects and methods: The subjects were 64 sophomores majoring in English in a university, including 7 boys and 57 girls, who participated in the classroom teaching practice of English speech for one semester. After one semester, compare the English speech level of all subjects before and after teaching practice.

Research design: The self-designed anxiety scale was used to evaluate the teaching effect of English before and after the speech. Negative items adopt the 5-level scoring method, with a score of 1-5. The lower the score, the more inconsistent with their own feelings, and the higher the score, the more consistent with their own feelings. Positive items are scored in reverse, with a score of 30 - 150. The higher the score, the higher the degree of speech anxiety.

Methods: The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

Results: Before the experiment, the number of high, medium and low anxiety groups were 23, 23 and 18 respectively. After training, the number of people with high anxiety level decreased to 12 and the number of people with low anxiety level increased to 32. The average anxiety level of 64 students (76.55 ± 15.11) was much lower than that before training (84.45 ± 14.10), and the difference was statistically significant ($P = 0.001$).

Table 1. Comparison of students' English speech anxiety before and after the experiment (n)

Anxiety level	Score	Before teaching	After teaching
High	91-150	23	12
Secondary	76-90	23	20
Low	30-75	18	32
General situation		64	64

Conclusions: In the language environment of English as a foreign language, affected by the speaker's personal factors and external factors, the speaker often shows varying degrees of anxiety, which may lead to the speaker's "language shock". The learner training based on English speech classroom teaching is not only language training, but also different from the simple intensive training of speech skills. It takes into account the three aspects of language, nonverbal and psychology, pays attention to students' emotion, strengthens self-concept, especially strengthens the cause analysis and coping strategy training of speech anxiety, and gives all-round guidance to the study of speech theory and practical practice. Learner training based on English speech classroom teaching can help students use speech strategies, reduce their speech anxiety and improve their speech effect.

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INFLUENCE OF THE INHERITANCE AND DEVELOPMENT OF MINORITY MUSIC EDUCATION IN COLLEGES AND UNIVERSITIES ON ALLEVIATING COLLEGE STUDENTS' MENTAL ANXIETY

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Background: In the era of increasing cultural diversity, integrating the mission of the inheritance and development of national music into the work of music education in colleges and universities in China will help to promote the inheritance and development of national music. The world's diversified music culture can strengthen the integration and collaborative progress with national music, so it is of great value to carry forward China's national music. First of all, due to the continuous development of the cultural level in the new era and the influence of the cultures of various countries, some western music cultures have entered, which makes China's traditional culture challenged by the assimilation of European and American music. This is a difficult problem that must be faced in order to better realize the inheritance of China's current national music culture. Music major in colleges and universities is a key area for cultivating national music. We should start with this, strengthen the promotion and dissemination, and popularize the education of inheriting culture in our country. The direct beneficiaries of minority music education are college students. In order to improve the efficiency of education, it is necessary to study and explore the psychological factors of college students. With the continuous development of society and the increasing competition for talents, self-awareness and values are also changing in people's hearts. At present, college students generally pay more attention to their achievements and honors, and are under increasing pressure from society, school and family, which makes college students have varying degrees of anxiety. In the past minority music education in colleges and universities, teachers often ignored the mental health problems of students, and even some people thought that national music had nothing to do with students' mental health. Teachers only taught national music itself and did not integrate students' psychological quality education into teaching. Minority music is a special language with physiological, therapeutic, emotional and memory functions, which can regulate the physiological functions of breathing, circulation and endocrine system. Research shows that the impact of music on human psychology is also complex and diverse. Integrating the mission of inheritance and development of national music into music education in colleges and universities in China can stimulate students' willingness and enthusiasm to participate in intervention and treatment of

mental anxiety and enhance students' initiative in learning.

Objective: To integrate the mission of the inheritance and development of national music into the work of music education in colleges and universities in China, in order to provide targeted guidance for alleviating college students' mental anxiety, so as to help college students improve their psychological quality.

Research objects and methods: 450 students from the department of folk music of a university were selected as the research objects to participate in a one semester music professional course. During this period, the inheritance and development of folk music were integrated into the music teaching. After one semester, the mental anxiety status of all subjects before and after teaching practice was compared.

Research design: After teaching, the teaching effect was evaluated by General Self-Efficacy Scale (GSEs), Self-rating Anxiety Scale (SAS), simple coping assessment and other methods. The correlation of the three psychological evaluation results was analyzed in detail, and the regression analysis was carried out with self-efficacy and anxiety as independent variables.

Methods: The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

Results: There was a significant correlation among self-efficacy, anxiety and coping style. Specifically, there is a significant positive correlation between self-efficacy and anxiety, while there is a significant negative correlation with coping style ($P < 0.05$), which shows that college students with higher self-efficacy are more likely to have higher anxiety level and lower coping style level.

Table 1. Correlation analysis of three psychological levels

Psychological level	Self-efficacy	Anxiety	Coping style
Self-efficacy	-	-	-
Anxiety	0.236*	-	-
Coping style	-0.789*	-0.201*	-

Note: * $P < 0.05$.

Conclusions: In order to improve the inheritance and development of China's national music, the problems existing in the teaching process of China's national music need to be solved by adopting corresponding measures, and corresponding reforms should be carried out in the aspects of teacher team, textbook compilation and practical teaching, so as to promote the development of China's national music, so as to further alleviate the mental anxiety of college students. The results show that anxiety has the characteristics of increasing in grade, that is, with the increase of grade, the anxiety of college students in the Department of national music is also increasing step by step. In general, the influence of gender on anxiety does not vary with different majors and grades, that is, the influence of gender on anxiety is relatively stable in majors and grades. There is a significant positive correlation between self-efficacy and trait anxiety, but a significant negative correlation with coping style.

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THE MEDIATING ROLE OF LEARNING ADAPTABILITY IN THE RELATIONSHIP BETWEEN EMOTIONAL INTELLIGENCE AND PSYCHOLOGICAL ANXIETY OF COLLEGE STUDENTS

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Background: The university stage is a key time in students' life. During this time, students must carry out a series of problems such as autonomous learning, independent life and employment, which is very easy to produce adverse emotions such as psychological anxiety. Some scholars pointed out that the mental health problems of contemporary college students are very serious, which are mainly reflected in psychological anxiety and depression. It is necessary to analyze the health status and influencing factors of contemporary college students' psychological anxiety in time. At the same time, a large number of research results show that the greatest impact on college students' psychological anxiety is emotional intelligence

and learning adaptability. Emotional intelligence is often called “emotional intelligence”, which belongs to the ability to find the differences between others and their own emotional states, so as to begin to deal with their own emotions and control their own thinking and action. The traditional concept of emotional intelligence is to regard it as a comprehensive ability to process and process emotional information, which mainly includes four aspects: emotional perception, emotional application, emotional understanding and emotional management. Among them, emotional perception refers to the ability to feel, perceive, evaluate and express emotions. Emotional use refers to the ability to use emotions to promote problem-solving. Emotional understanding refers to the ability to understand and analyze emotional knowledge. Emotion management refers to the ability to skillfully regulate and comprehensively manage emotions and promote the development of emotions and intelligence. Learning adaptability is the ability of individuals to adjust their own state and adapt to the changes and needs of learning environment. Some studies have also pointed out that learning adaptability is also affected by emotional intelligence, which jointly affect college students’ psychological problems such as psychological anxiety. The relationship between emotional intelligence and psychological anxiety is positive, which can effectively promote the mental health of college students. The higher the mental health level of college students, the stronger the learning adaptability. The strength of learning adaptability directly affects the level of students’ psychological anxiety.

Objective: This study attempts to explore the relationship between emotional intelligence, learning adaptability and mental health, so as to provide basis for alleviating the level of psychological anxiety of college students.

Research objects and methods: 1200 freshmen majoring in nursing in a university were selected as the research object. Various psychological indexes of the tested college students were obtained by using various scales, and the mediating role of learning adaptability in the relationship between emotional intelligence and psychological anxiety was analyzed.

Research design: there are 33 items in the Emotional Intelligence Scale (EIS), and the scores of each item are 1-5 points. The higher the score, the more consistent it is. The higher the total score, the higher the emotional intelligence. There are 29 items in the college students’ learning adaptability scale, which adopts grade 1-5. The higher the score, the more consistent it is, and the higher the total score, the better the learning adaptability. Symptom checklist 90 (SCL-90) includes 10 aspects of mental health status, a total of 90 items, and adopts grade 1-5 scores. The higher the score, the more serious the symptoms are, the higher the total score, and the lower the mental health level. The results of the three scales were analyzed, and the mediating role of learning adaptability in emotional intelligence and mental health was tested.

Methods: the relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics, Pearson correlation analysis is used for correlation analysis, and bootstrap method with deviation correction is used for simple mediation effect analysis.

Results: the 95% confidence interval (-0.34, -0.16) of indirect effect did not include 0, and $P < 0.05$, indicating the existence of intermediary effect. The 95% confidence interval (-0.04, 0.20) of direct effect includes 0, and $P > 0.05$, indicating that direct effect does not exist, and learning adaptability completely mediates the effect of emotional intelligence on mental health.

Table 1. Test on the mediating effect of learning adaptability between emotional intelligence and psychological anxiety (non standardized)

Variable	Effect	Point estimate	95% deviation correction confidence interval	
			Upper limit	Lower limit
Emotional intelligence - mental health	Total effect	-0.16	-0.25	-0.08
	Indirect effect	-0.23	-0.33	-0.16
	Direct effect	0.07	-0.04	0.20

Conclusions: Students with high level of emotional intelligence can keenly capture the changes of learning environment and living environment, adjust their state in time to adapt to the environment, maintain stable emotion, and make correct choices and decisions, so they can better adapt to university learning and life. Emotional intelligence is the influencing factor of college students’ psychological anxiety. The higher the level of emotional intelligence, the higher the level of psychological anxiety. Learning adaptability is the influencing factor of college students’ psychological anxiety. The better the learning adaptability is, the higher the level of psychological anxiety is. From the mediating results, learning adaptability plays a complete mediating role in emotional intelligence and psychological anxiety. Learning adaptability and emotional intelligence are important influencing factors of college students’ psychological anxiety. Individuals with high emotional intelligence can accurately evaluate the surrounding environment and emotional atmosphere, improve their adaptability by adjusting their own and others’ emotions, and

improve their adaptation levels such as learning adaptation, role adaptation, interpersonal relationship adaptation and life self-care adaptation. A good adaptation should be conducive to a positive attitude and mental health.

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INNOVATION OF NEW RETAIL MODEL AND THE DIFFERENCE BETWEEN INTERNET MARKETING MODEL FROM THE PERSPECTIVE OF CONSUMER PSYCHOLOGY

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Background: Relying on the Internet, new retail combines consumption with cloud computing, big data, Internet of things and AI technology to achieve a business structure and ecosystem that consumers can recognize, touch and experience. In the buyer's market, commercial competition can win the market only by carefully studying the law of psychological changes and activity motivation of consumers. However, the change of consumers' psychology is unpredictable and will be affected by factors such as consumption motivation, emotional attitude and values, which is very challenging for new retail. The psychological changes of consumers are determined by the influence of external environment and internal psychological characteristics. In the context of new retail with special emphasis on consumption experience, combined with the reconstruction of Internet formats, the boundaries of formats are blurred. Traditional retail needs to go deep into consumers' store network, while new retail also needs to strengthen the optimization of consumers' store to store experience. As an external influencing factor, format environment cannot be ignored. The change of consumer psychology also focuses on the influence of internal psychological characteristics, which endows consumer self-concept and even becomes a part of personality. A person's consumption psychology always starts from product cognition. If this product characteristic conforms to his own value system, consumers will have greater interest in product purchase, and this interest may rise to emotional loyalty to the brand, which will affect the purchase decision. The change of new retail is characterized by interaction and sharing. With the help of social media, information media or film and television media, consumers establish consumption perception from different channels and affect other consumers' perception through sharing and forwarding. Consumers' psychological cognition starts from browsing information and reaches mutual influence through evaluation and word-of-mouth transmission.

However, no matter Internet marketing or new retail, the existence of consumer demand cannot be ignored. It is with demand that consumer motivation will be generated. The cognitive bias of consumption may come from other people's views or specific scenes, but the rationality or impulse of purchase always depends on people's needs. The demand for products will bring subjective consumer psychological changes, but people's needs are objective. Any retail format serves the change of consumer demand, and the new retail must face the change of current consumer demand. New retail cannot ignore the existence of consumption motivation. New retail service is to meet the changes of consumer demand and return to the essence of retail and technology application. Any new retail format should emphasize new customer-oriented thinking, so that consumers can feel the unity of material and spiritual satisfaction.

Objective: This study attempts to compare the psychological status of consumers under the new retail innovation mode and Internet marketing mode, hoping to provide some reference for the innovation of new retail and traditional retail.

Research objects and methods: In order to ensure the availability and scientificity of research samples, data were collected from residents in multiple districts of a city, and the new retail model and Internet marketing model were evaluated respectively. The consumer psychological differences between the two models have been found.

Study design: The happiness index scale (IWB) is mainly used to investigate the happiness experienced by residents after using the new retail and traditional retail models. IWB scale is mainly divided into two parts: overall emotion index scale and life satisfaction questionnaire. Among them, the total emotion index scale has 8 items, which describe the connotation of emotion from various angles. The life satisfaction questionnaire has only one item. All items of the questionnaire adopt the 7-level scoring method. The overall emotion index (weight is 1). The closer the score is to 1, the more hopeful it is, and the closer it is to 7, the more hopeless it is.

Methods: The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

Results: The total score of subjective well-being index, life satisfaction score and emotion index score of

residents in the new retail mode were significantly higher than those in the Internet marketing mode ($P < 0.05$).

Table 1. The scores of the two groups were compared

	New retail model	Internet marketing model
Affective index score	5.98	5.12
Life satisfaction score	5.82	5.13
Total score of happiness index	12.38	10.76

Conclusions: From the birth of department stores to new retail, the development of retail industry has generally experienced five stages, and the trend of diversification is obvious. The pattern of retail format depends on the classification standard, focusing on the three construction elements of “goods, field and people”, and finally forming a certain retail format according to the requirements of business scale, target customers, commodity structure, store facilities, business mode, service function and price strategy. With the progress of technology, retail formats accelerate the integration and reconstruction, and it is inevitable that multiple formats coexist and their boundaries are blurred. New retail is not only the result of the application of advanced technologies such as the Internet, big data and artificial intelligence, but also the result of the reconstruction of the three elements of “goods, market and people”. It highlights the importance of “people”. With consumers as the main body of the market, the impact of consumer psychological changes on factor combination and format integration cannot be ignored.

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A QUALITATIVE STUDY ON THE COLLECTIVE EFFICACY OF MIDDLE SCHOOL STUDENTS' SPORTS TEAMS BASED ON CHINESE CULTURE FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Middle school students in China are in a critical period of rapid development and change in physical health, mental health and social adaptation. The overall situation of their physical and mental health has attracted the attention of the whole society. On the premise of the great development of individual consciousness and subjective initiative, exploring the way of physical and mental health development of middle school students from the level of collective behavior has important theoretical significance and practical value. As a subjective perception of members' ability and confidence in their collective, collective efficacy has an important impact on individual behavior performance and behavior motivation in the collective. It also directly or indirectly affects the behavior performance and behavior results of the whole team. The research shows that the research of collective efficacy is mainly based on investigation, so the research conclusion is essentially related rather than causal. In the future, it may be necessary to intervene in the experimental method to manipulate the different levels of individual perceived collective efficacy through different information feedback, so as to explore the effect of perceived collective efficacy on middle school students' exercise psychology and behavior.

Self-efficacy is a subjective evaluation of an individual's ability to complete a certain aspect of work. The results of the evaluation will directly affect a person's behavioral motivation. Once the theory of self-efficacy was put forward, it aroused great interest in motivational psychologists. In the research on the influencing factors of collective efficacy, the influencing factors from the individual level, such as personal skills, attitudes, personality and so on, more belong to a person's objective ability or personality characteristics. Once formed, they will be more stably rooted in the individual value system and difficult to change. The external environmental factors, such as social system, task characteristics and family environment, have certain objectivity and uncontrollability and are difficult to operate and control. Therefore, people pay more attention to the importance of influencing factors from the collective level to the formation and development of collective efficacy. The research shows that the main factors affecting the formation of middle school students' collective efficacy include individual self-efficacy and team identity, successful experience at the team level and the influence of the family environment. In collective

or organizational life, the influencing factors from the collective level have a greater and more stable impact on individual motivation and behavior. Therefore, in the research of middle school students' collective efficacy, the research value of the influencing factors at the team level is greater. The research on the influencing factors of middle school students' collective efficacy in this study only proves the important influence of successful experience at the collective level on middle school students' collective efficacy from the level of investigation and research. There is no experimental research to prove the causal relationship between a successful experience and middle school students' collective efficacy.

Objective: This study mainly compares the differences in the perception of team collective efficacy between middle school students with and without successful experience feedback in collective tasks, and tests whether team successful experience is an important factor affecting team members' collective efficacy.

Research objects and methods: 36 boys in the first grade of a middle school were selected as the research objects, and there was no significant difference in the comparison of physical qualities such as speed, strength, endurance, and sensitivity of all subjects ($P > 0.05$). The comprehensive physical fitness test scores were 80-85 points, so as to ensure that the students have similar homogeneity in sports ability and physique.

Research design: (1) Experiment on the influencing factors of collective efficacy. The measurement time is the internal variable of subjects (ex-ante and ex-post measurement). The experimental treatment was inter-subject variables (with and without successful experience feedback). The dependent variable is the subjects' sense of collective efficacy. (2) Experiment on the effect of students' collective efficacy in sports situations. The measurement time is the internal variable of subjects (ex-ante and ex-post measurement). The experimental treatment was inter-subject variables (high and low collective efficacy). The dependent variables were sports performance and teamwork consciousness. After the experiment, the middle school students' collective efficacy evaluation scale was used for evaluation. There were 3 dimensions and 22 items, and the scores of each item were 1-6. The higher the score, the more consistent it was.

Methods: The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

Results: Before and after the experimental intervention, the scores of collective consciousness and team competence in the experimental group were significantly different ($P < 0.01$).

Table 1. The scores of collective efficacies of subjects before and after experimental intervention were different

Dependent variable	Experimental time	n (Group)	M	SD	t	Sig.
Collective consciousness	Before experiment	6	37.31	2.37	17.69	0.00*
	After the experiment	6	40.84	2.78		
Team competence	Before experiment	6	42.72	2.48	15.44	0.00*
	After the experiment	6	46.62	3.24		
Goal achievement	Before experiment	6	18.11	1.54	2.69	0.11
	After the experiment	6	19.06	2.27		

Note: * $P < 0.01$.

Conclusions: On the premise of the same initial conditions, the team receiving successful experience feedback has a significant improvement in collective efficacy, and the team without successful experience feedback has no significant change in collective efficacy. The sports performance of the team with significantly improved collective efficacy is significantly higher than that of the team with no obvious change in collective efficacy. Collective efficacy directly and positively predicts the sports performance of the team. The team with significantly improved collective efficacy has significantly higher team cooperation consciousness than the team with no obvious change in collective efficacy. Collective efficacy directly predicts the team cooperation consciousness.

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EXPLORATION ON THE TEACHING REFORM PATH OF MINORITY ART EDUCATION CURRICULUM FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: China is a multi-ethnic country. Each ethnic group has rich cultural and artistic resources. However, the effect of school art education in some ethnic minority areas is very poor. The curriculum development of rich traditional art in schools can not only effectively improve the effect and quality of art education. It can also stimulate students' interest in art learning to a great extent, and greatly promote the inheritance and protection of ethnic minority traditional culture. At present, the art resources of ethnic minorities are gradually applied to the practice of art education. However, the current education still does not develop the deepest artistic spirit of ethnic minorities. How to excavate the art resources of ethnic minorities and apply them in art education has become a hot spot in the field of education. The research shows that integrating educational psychology into the art education curriculum of ethnic minorities can effectively improve the effect of curriculum teaching. Art education psychology is a subject that studies the psychological phenomenon of art education. Art educational psychology is an educational activity with art as the medium. It is different from art creation and art appreciation activities, and emphasizes the effect of implementation as art education. As the basic theory of the psychological activities of art education, the psychology of art education is the result of the infiltration and integration of art, pedagogy and psychology.

The application of psychology in minority art teaching is to help students try to eliminate psychological troubles and alleviate psychological contradictions through appreciation when appreciating art works. Let students use art creation to obtain a sense of achievement and satisfaction, timely correct bad learning psychology, correct bad habits and personality, reduce the negative impact of bad psychology, and give full play to the value of minority art education. At present, there are still many problems in minority art education. First, the importance of curriculum teaching is still not high enough. Second, the teaching ideas of some teachers need to be updated. Third, the class hours are limited and the teaching conditions need to be updated. Therefore, it is very necessary to explore the reform path of minority art education curriculum teaching.

Objective: Based on educational psychology, this study explores the teaching reform path of minority art education curriculum. It mainly integrates the art resources of ethnic minorities, compiles art education textbooks with modernity and national characteristics, and constructs a digital art education resource database and sharing platform for ethnic minorities. Finally, it analyzes the practical effect of students in curriculum teaching.

Research objects and methods: 500 first grade students in a middle school were selected as the research objects. The students were divided into control group and experimental group for one semester of teaching. The experimental group used the teaching reform path of the constructed minority art education curriculum to teach students, and the control group used the conventional minority art teaching curriculum.

Research design: Before and after teaching, the two groups of students were evaluated with the self-designed evaluation of psychological state in middle school minority art teaching classroom. The scale is divided into four dimensions: worry, nervousness, fear of painting and fear of classroom questioning, including 32 items. Each question has 5 answers to choose from. Using Likert 5-point scale, the score is 1-5 points, the higher the score, the more consistent with the situation, that is, the more serious the psychological problem. The internal consistency coefficient of the scale is 0.875, which shows that it has very good reliability and institutional validity and can be used for measurement.

Methods: The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

Results: After teaching, the scores of worries, nervousness, fear of painting and fear of classroom questioning in the experimental group were significantly lower than those in the control group ($P < 0.05$).

Table 1. Compare the psychological status of the two groups of middle school students after national art classroom teaching

Factor	Control group	Experience group
Worry	3.14	2.84
Nervous and tense	3.18	2.85
Afraid to speak English	3.12	2.87
Fear of classroom	3.17	2.78

Conclusions: The educational development of minority art resources is not a simple work, in which there are many problems that need in-depth research and thinking. However, by adhering to such an artistic vision and awareness of development, we will be able to highlight the characteristics of ethnic minority art resources and the advantages of education, so as to better inherit and develop ethnic minority art education, and combine psychology with art appreciation teaching in junior middle school, so that students can enter the art classroom with enthusiasm. It can enrich the content of school education and teaching

methods to a great extent, and then improve students' value system, artistic cognition level and spiritual structure.

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THE INFLUENCE OF COLLEGE BASKETBALL TEACHING REFORM ON COLLEGE STUDENTS UNDER THE BACKGROUND OF COGNITIVE IMPAIRMENT

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Background: Mild Cognitive Impairment (MCI) is a transitional state between healthy aging and Alzheimer's Disease (AD). It is recognized by researchers and clinicians as a "window" for teaching and delaying the development of AD. Moreover, the global prevalence of MCI is 9.6%-21.6%, which is considered to be a precursor of AD, so it is particularly important to study cognitive impairment. Research shows that physical exercise teaching has a positive impact on the cognitive function of MCI patients, and it is a non-pharmacological method to delay the decline of the cognitive function of MCI. At present, the mental health problems of college students in China have attracted more and more attention. Because college students are generally under the pressure from school, family, society, employment and other aspects, there are more and more mental health problems, especially mental diseases such as cognitive impairment. Therefore, it is necessary to reform the teaching of college physical education in order to integrate physical and mental health. Physical education curriculum should be guided by the thought of "health first". Students should achieve progress in five target areas in the physical education curriculum, namely sports participation, skill formation, physical health, mental health and social adaptation. The goal of colleges and universities should also change from the initial strengthening of the physique to paying attention to students' mental health education.

In the past college basketball courses, due to the single curriculum structure, paying too much attention to skills and examination results in the implementation process, there was not too much teaching on students' mental health problems, and students were too passive in the learning process, so it was difficult to mobilize students' enthusiasm. They simply emphasized the cycle to strengthen action skills, ignoring the educational and psychological functions of the curriculum. As a result, some students like physical education, but do not like that.

Objective: By comparing and analyzing the major elements of Chinese and western public physical education curriculum, China's college public physical education curriculum should transform from strengthening physical education to perfecting personality education, and pay attention to students' mental health and personality. This study takes the teaching reform of college basketball courses as an example to explore the improvement effect of the course teaching after the teaching reform on students' cognitive impairment.

Research objects and methods: 200 college students with cognitive impairment in 9 colleges and universities in a certain area were selected as the research object. The students were divided into the control group and experimental group, with 100 students in each group for three months. The experimental group used the curriculum after the teaching reform of college sports basketball, and the control group used the conventional teaching curriculum. Analyze and compare the remission of cognitive impairment between the two groups of college students before and after teaching.

Research design: MMSE was used to evaluate before and after teaching (3 months), including memory, attention, understanding and time orientation. The total score was 0-30, and the score was directly proportional to ability. The Ability of Daily Living (ADL) was evaluated before and after teaching (3 months), involving eating, dressing, grooming, toilet and other dimensions. The total score was 0-100, and the score was in direct proportion to the ability.

Methods: The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

Results: The two groups were compared after teaching, and the two groups were significantly higher than that before teaching ($P < 0.05$). There was no significant difference between the two groups before teaching ($P > 0.05$), and the score of the observation group was significantly higher than that of the control

group after teaching ($P < 0.05$).

Table 1. Comparison of cognitive function and activities of daily living between the two groups

Scoring method	Teaching time	Control group	Experience group
MMSE	Before teaching	12.5	11.5
	After teaching	20.5	22.7
ADL	Before teaching	43.2	44.3
	After teaching	60.3	65.1

Conclusions: Physical exercise interventions have always been the focus of research on preventing or delaying the decline of cognitive ability of patients with cognitive impairment. Although the research results are inconsistent and there are still some problems to be solved, they have a positive impact on the population level. Few other practical intervention strategies can be compared with it. Therefore, more people should be encouraged to participate in physical exercise, and more mental health interventions should be added to physical education. It is suggested that the evaluation system should be followed up and refined. It is suggested that the final grade evaluation should be excessive to the combination of stage teacher evaluation and student self-evaluation, which can promote students' enthusiasm to participate in basketball learning in real-time and improve the effectiveness of learning feedback. The organic integration of college sports associations and public physical education courses can be used as an important supplementary form of college physical education curriculum teaching organization. For example, the integration of basketball associations, clubs and new basketball courses will provide support for basketball classroom organization and various basketball events, which can not only revitalize the vitality of college basketball teaching, but also enhance the cultural value of campus basketball.

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CULTURAL DIFFERENCES AND STUDENTS' OBSTACLES TO THINKING AND EXPRESSION IN COLLEGE ENGLISH TEACHING UNDER THE BACKGROUND OF MULTICULTURALISM

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Background: The process of normal thinking is purposeful, coherent and logical. The specific practice of thinking can get a result and correct the result. At the same time, people's normal thinking activities have their corresponding introspective experience and can control their own thinking activities. If the thinking activity is abnormal and changes the normal thinking characteristics, it can be called thinking obstacle. Thinking disorder belongs to a group of important symptoms of mental patients. Because the symptoms of such patients are mainly expressed through language, we can judge whether they have thinking disorder through the expression of patients. At present, the specific manifestations of thinking disorders in clinic mainly include four categories: Thinking speed disorder, thinking form disorder, thinking control disorder and thinking content disorder. This classification is suitable for clinical diagnosis, but it focuses on the research of schizophrenic thinking disorder, and pays less attention to organic encephalopathy or other mental thinking disorders. College students should get rid of their own logical thinking obstacles, such as the inability to accurately grasp the connotation of concepts, the misjudgment of reasoning premise, the inversion of cause and effect and so on.

With the formation of cultural diversity in the world today, it also improves the requirements of college English Teaching in China. College English teaching should not only pay attention to language teaching, but also cultivate students' cross-cultural communication ability in order to improve college students' comprehensive quality. Intercultural communicative competence refers to the ability that people from different cultural backgrounds need to communicate successfully, including language, thinking, behavior and social development. To cultivate students' cross-cultural communication ability, specifically, is to strengthen students' application of English language, so that students can have a certain language application ability in cross-cultural communication. Train students' thinking of seeking differences in the multicultural background, help students understand the behavior norms in different cultural backgrounds,

improve students' interpersonal communication ability in social communication, and enable students to quickly adapt to the diversified cultural environment. The research shows that there are many factors that hinder the cultivation of college English cross-cultural communicative competence, among which the obstacle of thinking expression is one of the most important factors. These factors will cause students to not better understand foreign culture and use the language they have learned. Thinking is the process of human brain indirectly and summarizing objective things, which reflects the essence of things and the internal relationship between things. Therefore, it is particularly urgent to analyze the current situation of College Students' thinking logic obstacles, find problems in time and take appropriate measures to solve psychological obstacles. Thinking disorder is an important and common symptom of mental illness, mainly including thinking form disorder and thinking content disorder (mainly delusion). The obstacles of thinking form are mainly the obstacles of association process, such as the acceleration and deceleration of association process, and the irregular combination between appearance and concept. The obstacles of thinking content are mainly manifested in delusion, over price concept and compulsion concept.

Objective: Starting from the obstacles of students' thinking and expression, this study studies the importance of cultivating students' cross-cultural communication ability under the multicultural background, puts forward effective teaching strategies, and analyzes the improvement effect of teaching on students' thinking and expression obstacles.

Research objects and methods: 180 college students with thinking and expression barriers were selected as the research objects. The students were taught English teaching program based on multicultural model, and all subjects were taught for one semester. Analyze the symptoms of thinking expression disorder of college students before and after teaching.

Study design: In this study, the Chinese version of Toronto Alexithymia Scale (TAS-20) was used to evaluate all subjects. There were 20 items, which were structurally divided into three factors: inability to distinguish emotion, inability to describe emotion and extraversion thinking. The scoring method is grade 5, with a score of 1-5. The higher the score, the more agree. The total score is between 20 and 100. The higher the score, the more serious the symptoms are. The correlation between the results of TAS-20 and depression and anxiety was analyzed.

Methods: The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics, and Pearson correlation analysis is used for correlation analysis.

Results: After teaching, the scores of all factors of the subjects were significantly lower than those before teaching ($P < 0.05$).

Table 1. Comparison of TAS-20 scores before and after teaching

Time	Emotional discrimination	Emotional description cannot	Extroverted thinking	Total score
Before teaching	26.74	16.91	27.61	70.86
After teaching	17.14	13.63	22.41	53.18

Conclusions: With the development of modern information technology, colleges and universities have applied multimedia and network teaching technology, and opened network teaching base and network teaching and research system. Teachers should build a network teaching model to promote the reform and innovation of the informatization development of English teaching with network teaching, so as to promote the teaching efficiency of cultivating cross-cultural communicative competence in college English. Under the multicultural background, it is particularly urgent for teachers to keep up with the pace of the times, continuously improve their comprehensive quality, make full use of the teaching content of cross-cultural communication, analyze the current thinking logic obstacles of college students, find problems in time, and take appropriate measures to solve the psychological obstacles.

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THE INTEGRATION OF COLLEGE MUSIC EDUCATION AND CHINESE TRADITIONAL MUSIC FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Psychology believes that people's psychological process includes cognitive process, emotional process and will process. Among them, the cognitive process includes perception, memory,

thinking, imagination and so on. Emotional process refers to people's emotional expression of things. The process of will is the psychological process of transforming ideal into reality. In music teaching, teachers should understand students' psychological state before they can correctly guide and control students' psychological process, that is, guide students' cognitive process from sensibility to rationality, stimulate students' rich emotion and cultivate students' good psychological quality. In specific teaching activities, music teachers should master the psychological characteristics of students of different ages and teach students to feel, understand and master the connotation of music. Research shows that the integration of Chinese traditional music into music education in colleges and universities is conducive to the mental health of college students. Chinese traditional music is an important part of Chinese traditional culture, which has laid a deep foundation for the development of Chinese music. There are many types of Chinese traditional music, which together form a brilliant Chinese music history and highlight the bright light of Chinese traditional culture. In the process of music education in colleges and universities, the introduction of Chinese traditional music elements is a necessary measure to innovate music education, which is of great significance to enrich and deepen the connotation of music education. As an important base for cultivating music talents, colleges and universities provide opportunities and platforms for young students to learn music. In order to cultivate the music literacy of young music scholars, we must strengthen the education of Chinese excellent traditional music, make them appreciate the charm of Chinese excellent traditional music, and constantly enhance the music heritage of young students. Therefore, music teachers should not only have the required music quality and theoretical knowledge, but also master the laws and methods of music teaching, and have the knowledge that can master students' psychology.

Objective: As an important part of quality education, music education in colleges and universities plays an important role in improving students' psychological quality. Music education in colleges and universities is an important way to implement aesthetic education. It plays a positive role in developing students' intelligence and improving students' psychological quality. Starting from students' psychology, this study integrates Chinese traditional music into music education in colleges and universities, in order to explore the promoting effect of this teaching method on students' mental health.

Research objects and methods: An experiment was conducted on 300 college students in a university. The music teaching method integrating with Chinese traditional music was used to teach students for one semester. Analyze the changes in psychological quality of college students before and after teaching.

Research design: Combined with the current situation of music teaching in colleges and universities in China, and referring to a large number of domestic and foreign literature, this study adopts the self-designed traditional music integration teaching evaluation scale for investigation and research, from the aspects of students' learning interest, learning attitude, music knowledge learning, learning habits, and quality, students' classroom participation. The communication between teachers and students in the classroom is evaluated from six dimensions, including a total of 15 items. Each dimension in the scale adopts the 5-level scoring method, with a score of 0-4. The higher the score, the better the learning effect.

Methods: The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

Results: The evaluation scale of traditional music fusion teaching is shown in Table 1. After the integration of Chinese traditional music into college music education, the scores of students' learning interest, learning attitude, music knowledge learning, learning habits and quality, students' classroom participation and classroom teacher-student communication were significantly higher than those before teaching ($P < 0.01$).

Table 1. Evaluation results of traditional music fusion teaching evaluation scale

Dimension	Before teaching	After teaching
Learning interest	2.47	2.82
Learning attitude	2.75	3.13
Music knowledge learning	2.69	2.92
Learning habits and quality	2.15	2.53
Students' classroom participation	2.62	3.13
Classroom teacher-student communication	1.69	2.19

Conclusions: Inheriting and developing Chinese traditional music is not only an important cause of music education in colleges and universities, but also an important move to promote the innovation and progress of music education in colleges and universities. Among young students, carrying forward the essence and connotation of Chinese traditional music can cultivate young students' character, cultivate students' sentiment, guide students to establish a lofty pursuit of music spirit, and enhance students' comprehensive musical ability and psychological quality. In the process of music education in colleges and universities, we

should not only pay attention to the cultivation of young students' music skills, but also blindly focus on the study of music-theoretical knowledge. We also need to change the utilitarian educational concept from the perspective of cultivating students' comprehensive quality. In order to inherit Chinese traditional music, music education in colleges and universities should abandon the impetuous learning atmosphere, firmly follow the road of traditional music learning, step by step, and imperceptibly enhance students' music heritage and music literacy.

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INFLUENCE OF RESIDENTS' PSYCHOLOGY ON RURAL TOURISM DEVELOPMENT AND TOURISTS' BEHAVIOR IN TOURISM CITIES

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Background: Cultural psychology is the deep structure of national and national cultural traditions, which has been in the human value system for a long time. Cultural psychology is different from the culture of the population itself, which is gradually formed in the process of its own long-term development. Social psychology is that people may change casually with the change of their own situation in their own living environment, and there is a certain instability. Cultural and social psychology only have different cognition of status, and there is no implicit or explicit difference. Cultural psychology has great commonalities in the same population. For example, the folk customs in rural tourism areas have their own characteristics, but cultural psychology has great commonalities. However, there is great variability in social psychology. For example, it is impossible to classify the residents' psychology in tourism development areas in various periods, which is precisely because individuals will show great personality in social psychology. Therefore, we must study the changes of social psychology on the premise of cultural psychology. The research shows that the psychological research of tourism city residents needs to include two perspectives of social and cultural psychology, and the observation centers of the two psychologies are also different. Social psychology is to consider the impact on individual psychology from the perspective of society. It is changeable compared with cultural psychology. It focuses on the process and mode analysis of individual psychological change when society changes. Cultural psychology puts more emphasis on the differences under different cultural backgrounds. For the development of rural tourism, it breeds different cultures and soils with cities, and there are great cultural differences.

Both urban tourism and rural tourism have certain mobility, including the flow of tourists, information and cultural subjects. For the development of rural tourism, although the degree of modernization is low, it is more rooted in Chinese traditional culture. Therefore, the psychology of urban residents and the development of rural tourism can be regarded as the differences between modern and traditional culture. Different regional cultural differences are also one of the important reasons for tourism flow. Different cultural backgrounds will inevitably lead to psychological differences, and different psychology will also lead to different behaviors.

Objective: From the perspective of cultural psychology, this study will analyze the impact of the psychology of urban residents on the development of rural tourism, and the psychological changes of residents in the face of the changes of local economy, social life and living environment.

Research objects and methods: Taking a tourism city as an example, through the methods of literature review and expert interview, according to the composition requirements of Analytic Hierarchy Process (AHP), combined with the internal and external hidden factors of situation analysis (SWOT), this paper analyzes the influencing factors of residents' psychology on the development of rural tourism.

Research design: Combined with AHP and SWOT, the AHP-SWOT analysis method is obtained, and the impact index system of tourism city residents' psychology on rural tourism development is constructed. The SWOT strategic decision-making of the index system is deeply explored based on AHP-SWOT, and the usability of the analysis results is analyzed.

Methods: The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

Results: For the decision analysis of internal and external key factors in quantitative SWOT, the weighted weight is the product of weight and score, and the sum of weighted values of internal and external key factors is 0.659 and 1.663 respectively.

Conclusions: Based on the principle of sustainable development, while paying attention to economic benefits, the development of tourism must comply with the local social ethics, and the impact of tourism on local traditional habits and social activities must be considered to reduce the degree of psychological shock

of destination residents. In view of the blindness and conformity of people in judging things, we should make full use of local culture and habits of some ethnic groups to properly guide local residents' consumption consciousness and behavior, and strengthen the psychological endurance of residents to the influence of foreign culture, so as to correctly absorb the essence of foreign culture and eliminate the invasion of unhealthy factors. Resist the influence of foreign bad behavior. Pay attention to the excavation of local cultural connotation to realize residents' self-cognition, self-evaluation and self-transcendence of tourism destination culture. In the process of developing tourism, we should pay attention to maintaining the values, ethics and aesthetic purports of the daily life and traditions of ethnic groups in specific regions, so as to make them develop naturally according to the logic of their own cultural evolution.

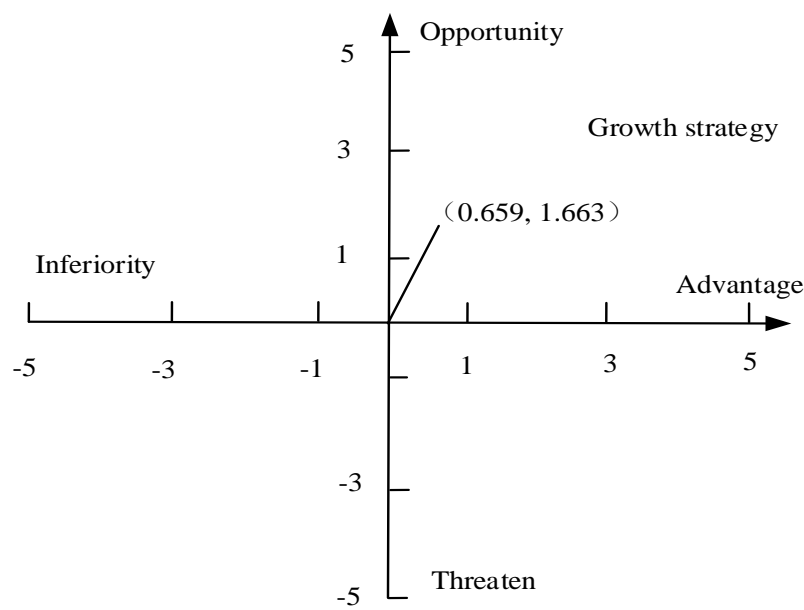


Figure 1. Positioning of influencing factors of residents' psychology in tourism cities on rural tourism development in quadrant diagram

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APPLICATION OF CURRICULUM THOUGHT AND POLITICS IN BASIC NURSING TEACHING FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: In educational psychology, learning theory can be roughly divided into connectionist learning theory, cognitive learning theory and humanistic learning theory. Connective learning theory holds that learning is a process of establishing a connection between stimulus and response. The process of learning is a gradual process of trying many times and gradually reducing mistakes. Connectionist learning theory emphasizes the mechanical training of language and holds that learners' learning habits are the result of repeated practice and reinforcement. Once the learning habit is formed, as long as similar stimulating situations reappear, the habitual response will appear automatically. Cognitive learning theory holds that learning is not a reaction habit formed through simple and repeated practice and reinforcement, but a process in which learners reprocess the information of the original cognitive structure, so as to form and develop a new cognitive structure. Cognitive learning theory emphasizes students' learning autonomy, sociality and situational. It believes that learning motivation is the driving force to promote learning. As long as students have learning motivation, they will have learning enthusiasm and initiative. Humanistic learning theory starts from natural human nature and advocates the self-realization of humans or personalities. Pay special attention to the healthy growth of individual emotion and personality. It believes that learning is a process of self-realization of personality, potential and value. Teaching is to create a safe, relaxed and no pressure and burden learning environment for students' self-realization so that students can

dare to express their personalities and give full play to their potential.

As the guardian of people's health, nurses should have good professional quality. In 2018, many national ministries and commissions jointly proposed to strengthen nursing humanistic education and professional quality education, cultivate the professional quality of nursing students and transform them into corresponding nursing behavior, which is an important responsibility of nursing educators. In recent years, in order to strengthen the professional quality of nursing students, nursing educators in China have explored different professional quality education models. Among them, the integration of curriculum thought and politics into nursing curriculum is the most important educational model. Using the relevant theories of educational psychology, organically combine the course Ideological and political education with the basic teaching content of nursing, excavate the ideological and political elements, and integrate the ideological and political elements into the taught knowledge to affect students' thoughts and behaviors, so as to achieve the purpose of education. Among all the factors affecting the effectiveness of Ideological and political education in basic nursing courses, students' subjective initiative plays a key role, and teachers' teaching methods and school evaluation and incentive system play an important role that cannot be ignored.

Objective: Based on educational psychology, to integrate the curriculum ideological and political education into the basic teaching practice of nursing, and to infiltrate mental health education in the teaching process, so as to construct the basic teaching mode of curriculum ideological and political nursing from the perspective of educational psychology.

Research objects and methods: 98 sophomores majoring in nursing in a college of nursing were selected as the research objects, including 16 boys and 82 girls, with an average age of 19.47 ± 0.79 years.

Research design: The subjects' psychological well-being was evaluated by the Index of Well-Being (IWB) before and after teaching. Among them, the subscale of the overall emotion index analyzes the emotional connotation from multiple angles, with a total of 8 items. There is one item in the life satisfaction evaluation, which is the score of intention satisfaction. Each item of the scale adopts the 7-level scoring method. The weight of the emotion index is 1 and the score is 1-7. The higher the score, the more hopeful it is, and vice versa.

Methods: The relevant data were calculated and counted by Excel software and SPSS20.0 software.

Results: After teaching, the scores of students were significantly higher than those before teaching ($P < 0.05$), indicating that the basic teaching mode of ideological, political and nursing in colleges and universities from the perspective of applied educational psychology has higher effect and application value than conventional teaching.

Table 1. Comparison of total scores of students' happiness index before and after teaching

	Total score of happiness index	
	Before teaching	After teaching
Index	10.14 ± 2.03	12.21 ± 1.01

Conclusions: The reflection depth of nursing students on professional quality needs to be further improved, which may be related to the cooperation of students. Ideological and political teachers in colleges and universities should actively guide college students in the process of self-moral cultivation and social practice, adhere to the unity of moral code theory and their own practical actions, adhere to the unity of inheriting glorious traditions and carrying forward the spirit of the times, adhere to the unity of transforming the objective world and the subjective world, and adhere to the unity of strengthening personal moral cultivation and receiving education and guidance, internalize the power of example into the driving force of their own practical actions, consciously practice moral norms, make moral norms become personal moral quality and value standard, constantly improve their moral cultivation, and become a person with noble moral quality. However, this result also reflects that the impact of the current teaching methods and methods on the depth of students' professional quality reflection needs to be improved. In the future teaching, how to promote students' professional quality reflection and improve students' reflective ability needs to be further explored.

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IMPACT OF TOURISTS' COGNITIVE IMPAIRMENT ON THE PROTECTIVE TOURISM DEVELOPMENT OF INTANGIBLE CULTURE HERITAGE

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Background: Cognitive impairment refers to the abnormal condition of the brain in the process of thinking and memory, which will lead to the impairment of memory and learning function, and even develop into aphasia, apraxia, cognitive loss, and other problems in serious cases. Cognitive impairment consists of executive ability, visual space, language, memory, orientation, and other obstacles in a variety of cognitive fields. The main causes of the disease are education, diet, living habits and so on. The behavioral characteristics of cognitive function are mainly manifested in the changes of executive ability, attention, language ability and social cognition. For social cognitive ability, it is mainly manifested in anxiety in social communication, weakening of emotional control ability, decline of resonance ability and reduction of recognition of social clues. For attention, it is mainly manifested in the reduction of information processing speed, selectivity, and other types of attention changes. For the executive ability, it is mainly manifested in the decline of organization and decision-making ability and the inability to complete complex tasks. For language ability, it is mainly manifested in grammatical errors, ignoring social etiquette, the phenomenon of words failing to express their meaning in communication with people, and problems in abstract language expression and understanding.

Tourists' cognitive impairment will have an important impact on the protection and tourism development of intangible cultural heritage. Intangible cultural heritage is a cultural heritage passed down from generation to generation. It is the continuation and cohesion of the spirit of all nationalities in the world, including traditional handicraft skills; knowledge and practice of nature and universe; festivals, etiquette, and social customs; Performing arts; oral statements and legends. In the context of cognitive impairment, the current difficulties faced by the development of intangible cultural tourism resources are mainly reflected in the following points: modernization and internationalization strategy, poor experience, single form of tourism products, high talent mobility and weak awareness of innovation. On the premise of improving cognitive impairment, the development of intangible cultural heritage conservation tourism of tourism experience needs to meet the following requirements: supply agglomeration, demand trend, social environment, and secondary circle. The development mode constructed is a dialectical unity and closely related system. The secondary circle includes education, information, and media. Its purpose is to realize the networking of information communication, strengthen the publicity effect of media and realize student communication through the education system. The demand trend faces consumers. Designers can adjust and improve the development strategy through the feedback information of consumers, to ensure the registration and production of brand goods and timely adjust the strategy according to the market demand.

Objective: This paper analyzes the impact of tourists' cognitive impairment on the protective tourism development of intangible cultural heritage, and puts forward the development strategies under the promotion of cognitive impairment, in order to provide new ideas for the sustainable development of intangible cultural heritage.

Research objects and methods: Tourists from two intangible cultural heritage areas are selected as the research objects. According to different tourism experience models, the research objects are divided into four groups: extreme tourism experience, cognitive tourism experience, reclusive tourism experience and compensatory tourism experience. The number of people in each region and group is 20. Through Apriori algorithm, the correlation between different groups and good factors of intangible cultural heritage conservation tourism development is analyzed. The influencing factors include supply agglomeration degree, demand trend, social environment, and secondary circle. Set the association rules with more than 85% confidence as trusted rules, and the rest within the confidence range are untrusted rules. In order to ensure the authenticity and reliability of the results, the average value of tourists is taken as the result.

Methods: Through SPSS22.0 data statistical analysis software counts the effects of tourists' cognitive impairment on the development strategies of intangible cultural heritage conservation tourism before and after the improvement of tourism experience.

Results: Table 1 refers to the confidence of intangible cultural heritage conservation tourism development strategy under the promotion of cognitive impairment. The extreme tourism experience group and supply agglomeration have the highest confidence, the cognitive tourism experience group and demand trend have the highest confidence, the reclusive tourism experience group and social environment have the highest confidence, and the compensatory tourism experience group and secondary circle have the highest confidence. Therefore, the intangible cultural heritage conservation tourism development strategy formulated under the background of cognitive impairment is suitable for different types of tourists.

Conclusions: Under the background of tourists' cognitive impairment, the degree of supply agglomeration, demand trend, social environment and sub circle confidence of intangible cultural heritage protective tourism development are low. The development strategy of intangible cultural heritage conservation tourism in the environment of cognitive impairment can meet the needs of tourists with

various types of tourism experience modes, and the proposed development strategy can be further popularized and applied.

Table 1. Confidence degree of tourism development strategy for intangible cultural heritage protection in P region under cognitive impairment

Group	Supply agglomeration	Demand trend	Social environment	Secondary layer circle
Extreme tourism experience	92	75	72	76
Cognitive tourism experience	75	89	76	73
Reclusive tourism experience	74	73	87	78
Compensatory tourism experience	72	76	75	91

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APPLICATION OF INTERACTION DESIGN IN INTELLIGENT HOUSEHOLD APPLIANCES UNDER COGNITIVE IMPAIRMENT

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Background: Cognitive impairment consists of executive ability, visual space, language, memory, orientation and other obstacles in a variety of cognitive fields. The main causes of the disease are education, diet, living habits and so on. Clinically, cognitive impairment is a transitional state between normal people and early Alzheimer’s disease. Mild cognitive impairment is characterized by wandering, anxiety, depression, forgetfulness, memory and attention loss. Moderate cognitive impairment is characterized by further aggravation of cognitive ability. Patients can be characterized by large emotional fluctuation, paranoia, anxiety, reduced understanding and language expression ability, and reduced resolution of objective things such as time. Severe cognitive impairment develops further from moderate cognition. Patients show decreased overall function and develop to dementia, which will lead to delusion, indifference, lack of self-care ability and so on. Under the background of cognitive impairment, there are many problems in the interactive design of smart home appliances, including poor operability experience, unable to meet the emotional experience needs and sensory experience needs. The poor sense of operability experience is reflected in the fact that the user’s feelings are not considered, and the designed products usually show low quality or complex operation. The emotional effect that cannot be achieved by the product design is the emotional resonance that cannot be met.

The interactive design integrates the theory of personalization and high technology and is widely favored by people. It is a product model that simulates human operation and functional design. Under the promotion of cognitive impairment, the application of interaction design in smart home appliances needs to meet the following points. First, pay attention to the dominant position of consumers. When designing smart home appliances, it is necessary to reflect the core position of consumers and integrate high-tech concepts and humanized design into the product design process, to make the operation simple and convenient, which can bring customers a new experience. Second, simplify the operation of smart home appliances. In the design process of smart home appliances, it is necessary to ensure that the products are more efficient and convenient, to enrich the various functions and interfaces of the products. At the same time, in the process of designing products, we also need to ensure that the use link is more efficient and more valuable, to bring unique and wonderful life experience to users. Third, the design of smart home appliances is relatively simple. When the product operation steps are relatively simple, users will use it more frequently, and users will have a higher probability of repurchasing or recommending products. Fourth, ensure that the functions of smart home appliances are effective and orderly. The design of intelligent household appliances needs to improve the performance of the products and design a reasonable interactive interface, which maximizes the design effect of the products.

Objective: This paper analyzes the application effect of interaction design in intelligent household appliances under the promotion of cognitive impairment, in order to provide new research ideas for the intelligent development of intelligent household appliances.

Research objects and methods: Consumers in two smart home appliance markets are selected as the research object through C45 decision tree algorithm analyzes the application effect of interactive design in

intelligent household appliances under the promotion of cognitive impairment. The evaluation includes four aspects: paying attention to the dominant position of consumers, simplifying smart appliances, relatively simple design of smart appliances, and ensuring the effective and orderly function of smart appliances. 50 consumers in each market are randomly selected and rated as dissatisfied, satisfied and very satisfied. The corresponding scores are 1-4 points, 5-7 points and 8-10 points. In order to avoid the influence of personal subjective factors on the research results, the lowest score and the highest score are omitted in the experiment, and the average score of other consumers is taken as the result.

Methods: SPSS23.0 data statistical analysis software to obtain the application effect of interactive design in intelligent household appliances under the promotion of cognitive impairment.

Results: Table 1 refers to the improvement of cognitive impairment. It can be seen from Table 1 that in terms of simple design and normal function, the application effect of interactive design in intelligent household appliances is ideal under the background of cognitive impairment. In the future, this interactive scheme can be applied to other regions to improve the design problems of smart appliances caused by cognitive impairment.

Table 1. Management effect of assembly construction project in Q area after fine management under cognitive impairment

Category	Dissatisfied	Satisfied	Very satisfied
Pay attention to consumers	8	24	18
Easy to operate	9	24	18
Simple design	14	21	15
Orthergasia	12	21	17

Conclusions: The research on the design and application of this scheme can further improve the cognitive function of home appliances, especially in the normal design and application of this scheme.

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THE MEDIATING ROLE OF LEARNING ADAPTABILITY IN THE RELATIONSHIP BETWEEN EMOTIONAL INTELLIGENCE AND PSYCHOLOGICAL ANXIETY OF HIGHER VOCATIONAL STUDENTS

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Background: Anxiety disorder of college students is a very complex psychological and emotional disorder. Its clinical manifestations are usually motor agitation and sympathetic hyperactivity. The causes of the disease are depression, mental stimulation, personality, congenital heredity, etc., which are manifested in negative emotions such as anxiety, shame, disappointment, anxiety, fear and so on. After entering the university, college students are facing great changes in learning styles. At the same time, with the increase of learning pressure and learning tasks and their poor psychological tolerance, their mental health problems are becoming increasingly prominent. International Health Organization claims that the number of patients with anxiety and depression among college students still shows a growing law of change, and the incidence group shows a younger and younger trend. With the increasingly serious phenomenon of students' anxiety, colleges and universities must take corresponding measures to intervene in students' anxiety. At present, college teachers do not pay attention to students' psychological needs in the teaching process, which leads to a serious phenomenon of students' anxiety. A large number of studies at home and abroad show that there is a great correlation among higher vocational college students' emotional intelligence, psychological anxiety and learning adaptability.

Emotional intelligence of higher vocational college students refers to the ability of individual adaptability to perceive, understand, adjust and make use of their own and others' emotions. Learning adaptability refers to the ability of individuals to adjust their own state to adapt to the changes in the learning environment and the needs of schools. There is a positive correlation between emotional intelligence and mental health. Emotional intelligence is an important psychological resource to promote personal mental health. In the past, a large number of literatures have analyzed that factor such as learning adaptability and emotional governance are affected by mental health factors, and emotional intelligence is affected by learning adaptability. Some scholars clearly pointed out that students with better mental health

levels have good learning adaptability. If students have better learning adaptability. Many medical journals point out that the main factor of students' adaptability in higher vocational schools is emotional intelligence. The higher the level of emotional intelligence, the better the adaptability of students. Students with higher emotional intelligence can better analyze the sudden changes in their learning environment and living environment, which enables them to adapt to the environment by adjusting their state, so that they can maintain stable emotions, help them make correct decisions and decisions, and then better complete their college study. Students with low level of emotional intelligence will have bad emotions such as lack of confidence, irritability and anxiety in the face of a strange environment, which makes them unable to objectively analyze the surrounding environment and make reasonable decisions, making their adaptability very poor, which makes it difficult for them to adapt to university study and life. Therefore, students in higher vocational colleges need to face the heavy pressure of work and study.

Objective: This paper analyzes the correlation among higher vocational college students' mental health, learning adaptability and emotional intelligence, in order to provide scientific guarantee for higher vocational college students' physical and mental health.

Research objects and methods: 500 students in higher vocational colleges were selected as the research object. The correlation of students in higher vocational colleges was evaluated by emotional intelligence scale, college students' learning adaptability scale and Symptom Checklist90. Pearson correlation analysis was used to analyze the correlation among mental health, learning adaptability and emotional intelligence.

Methods: The mental health analysis of students in higher vocational colleges through SPLM software. The measurement data conforming to the normal distribution are expressed by the mean \pm standard deviation. The *t*-test is used for the comparison between groups, and the bootstrap method with deviation correction is used for the analysis of the intermediary effect. $P < 0.05$ indicates that the gap has significant statistical difference, and $P < 0.01$ indicates that the gap has very significant statistical difference.

Results: Table 1 refers to the correlation among students' mental health, learning adaptability and emotional intelligence in higher vocational colleges. It can be seen from Table 1 that the correlation between emotional intelligence and learning adaptability is 0.39, and the significance value is lower than 0.01. The correlation between emotional intelligence and mental health was -0.14, and the significance value was lower than 0.01. The correlation between learning adaptability and mental health was -0.36, and the significance value was lower than 0.01.

Table 1. Correlation among students' mental health, learning adaptability and emotional intelligence in higher vocational colleges

Category	Relevance	Significance
Emotional intelligence and learning adaptability	0.39	<0.01
Emotional intelligence and mental health	-0.14	<0.01
Learning adaptability and mental health	-0.36	<0.01

Conclusions: Emotional intelligence of higher vocational college students is directly related to mental health. Emotional intelligence can predict mental health through learning adaptability. Higher vocational colleges can improve students' emotional intelligence through community activities, psychological lectures, related courses and other forms of activities, which is of great significance to the improvement of their mental health level.

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A STUDY ON AFFECTIVE DISORDERS IN COLLEGE ENGLISH TEACHING UNDER THE CROSS-CULTURAL BACKGROUND

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Background: Affective disorder is a common clinical disease, and depression and anxiety are the most common clinical manifestations. Research has found that with the increasing pace of life and increased working pressure, the incidence rate of affective disorders is increasing. The disease itself will affect the patient's health, but also have a great impact on the patient's family. Affective disorder refers to mental illness caused by emotion or mood change. This type of population is mainly manifested in low behavior or

high behavior. Specifically, there may be moody emotions such as anxiety and irritability. In severe cases, patients may have negative emotions such as despair and sadness. Anxiety is mostly closely related to learners' past experience, especially when learners suffer negative evaluations and personal injury from people around them. Inferiority complex is a psychological phenomenon. It refers to the emotion that individuals underestimate their abilities and experience failure in the process of learning. The sense of inferiority affects not only English learning, but also the individual ability and potential. The occurrence of affective disorder is closely related to the patient's life attitude and the patient's view of things. If appropriate measures are not taken for effective intervention, it will have very serious consequences, and even hurt others or commit suicide. Positive intervention measures taken by patients with affective disorders can have a positive effect on their body and mind. Under the multi-cultural background, there will be a variety of emotional barriers in the process of college English teaching. The influencing factors are the negative transfer of Chinese acquisition to English, traumatic emotional experience, the temperament and personality of power translators, and the deviation of value cognition.

At present, there are relatively few influencing factors of affective disorder in English translation at home and abroad, and the corresponding research results have not made outstanding achievements, especially in the multicultural environment. Affective barriers in college English teaching should be prevented from the aspects of affective attitude, learning strategies, cultural background, cognitive style, mother tongue transfer and so on. English teachers need to accumulate more cultural backgrounds and cultural characteristics of countries around the world, constantly improve their learning strategies, adjust and optimize their emotional attitudes, and ensure that the language they deliver can deliver positive information. Pay attention to the motivation education of internal translation and guide translators to have interest in English. Cultivate the translator's healthy personality and pay attention to the cultivation of the translator's good character. Establish a good and equal relationship between teachers and students and form a harmonious and inclusive classroom environment. Improve the current education management system and build corresponding evaluation methods. Affective disorder in English learning is caused by the destruction of the law of English learners' emotional activities. It will lead to the disorder of learners' attitude in the process of English learning, which specifically refers to the attitude and emotional state that hinders the smooth progress of learning.

Objective: To analyze the intervention scheme of affective disorder in college English teaching under the cross-cultural background, and evaluate the effect of the intervention scheme through satisfaction, in order to improve college students' affective disorder in English teaching.

Research objects and methods: The students and teachers of two schools are selected as the research object, and the satisfaction evaluation of affective disorder before and after intervention in college English teaching under the cross-cultural background is carried out by clustering feature tree algorithm. The number of students and teachers in each school is 50. The evaluation contents include students' learning initiative, students' learning enthusiasm and application flexibility. The evaluation results are measured by very satisfied, relatively satisfied, satisfied, slightly satisfied and not very satisfied. The satisfaction rate refers to the ratio of the number of very satisfied, relatively satisfied and satisfied people to the total number of people. The study takes the average value of the evaluation results of all research objects as the final result, so as to ensure the reliability of the results.

Methods: The satisfaction before and after affective disorder intervention in college English teaching under the cross-cultural background is analyzed by the statistical analysis software.

Results: Table 1 shows the satisfaction before and after affective disorder intervention in college English teaching. On the whole, after the implementation of the affective disorder intervention program in the process of college English teaching, teachers and other evaluators have high satisfaction with students' learning initiative, students' learning enthusiasm and application flexibility, with values exceeding 85%. This shows that after the introduction of the affective disorder intervention program, college English teaching can be generally recognized by students and teachers, and the intervention program can be applied to college English teaching in a cross-cultural context.

Table 1. Satisfaction before and after affective disorder intervention in college English teaching

Time	Students' learning initiative	Students' learning enthusiasm	Application flexibility
Before intervention	73	72	73
After intervention	89	90	88

Conclusions: The intervention program of affective disorder in college English teaching proposed by the research can greatly alleviate students' affective disorder, which can not only help students better adapt to the English teaching methods of cross-cultural background in colleges and universities, but also improve the overall education level of colleges and universities.

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THE TRAINING MODE OF BIG DATA INNOVATION AND ENTREPRENEURSHIP TALENTS FROM THE PERSPECTIVE OF PSYCHOLOGY

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Background: Developmental psychology is a branch of psychology, which aims to reveal the internal mechanism of personal development and help and guide individuals to achieve all-round comprehensive development by analyzing the factors affecting human development. The research contents of developmental psychology include geriatric psychology, middle-aged psychology, child psychology, comparative psychology and so on. In a narrow sense, developmental psychology can be regarded as child psychology. In a broad sense, developmental psychology includes child psychology, evolutionary psychology, national psychology, comparative psychology, animal psychology and so on. The educational significance of developmental psychology lies in providing theoretical basis and support for the current educational and teaching activities. First, draw a conclusion through the psychological research of science specialty and apply it to the development of education and teaching to ensure the scientificity of education and teaching activities. Second, it is of great help to assist teachers in carrying out targeted education and teaching activities, especially for teachers with less experience. Third, developmental psychology plays an important role in the development of human society and individual development and self-improvement. It can enhance the scientificity of the teaching mode. Psychological knowledge is widely used in the education process of college students' talent training mode, and the educational results have achieved satisfactory results. At present, developmental psychology is effectively combined with philosophy, computer and other disciplines and fields, and it has played a very important role. Therefore, it is of great practical significance to study the training mode of innovative and entrepreneurial talents suitable for big data from the perspective of developmental psychology.

From the perspective of developmental psychology, the big data system needs to solve the following problems: balance ideological education and political education to help solve psychological confusion. Pay attention to the practical activities of mental health and set up activity classes outside the classroom. Establish and improve the long-term archives of ideological education for freshmen. Improve the ability of teaching specialization and constantly expand the ideological education team. The big data innovation and entrepreneurship talent training mode for development psychology needs to be improved and optimized from the following aspects, including setting up a professional career planning courses for innovation and entrepreneurship talents, building diversified innovation and entrepreneurship theme education activities, adhering to the combination of individual consultation and classified counseling, establishing a talent training system in the whole life cycle actively carry out innovation and entrepreneurship practices and activities. Among them, paying attention to individual experience is the most critical. Teachers' teams should adopt teaching forms such as theme exchange and role-play according to the individual's educational background, specialty and discipline. At the same time, teachers meet the individual sense of experience through the setting of different teaching experience scenes, and tap their potential to complete innovation and entrepreneurship. Perfect training shall be provided for teachers to form a professional teaching team. Each teacher needs to have new innovative and entrepreneurial thinking and developmental psychology theory.

Objective: Build a big data innovation and entrepreneurship talent training mode from the perspective of developmental psychology, and evaluate the new big data innovation and entrepreneurship talent training mode through consensus, in order to improve the success rate of college students entering the society and entrepreneurship.

Research objects and methods: Select 500 students from four universities in a city who want to start a business as the research object, and analyze the recognition of big data innovation and entrepreneurship talent training mode before and after innovation through Gaussian mixture clustering algorithm. The assessment includes five aspects: professional career planning courses for innovation and entrepreneurship talents, building diversified innovation and entrepreneurship themed education activities, adhering to the combination of individual consultation and classified counseling, establishing a talent training system in the whole life cycle, and actively carrying out innovation and entrepreneurship practices and activities. The evaluation index is recognition degree. The recognition degree is set as low, medium and good grades, and the corresponding scores are 1-2, 3-4, and 5-6 respectively. The recognition rate is the ratio of the number of people with and good recognition to the total number of people. The study takes the average value of all

research objects as the result, so as to ensure that the results are not affected by subjective factors.

Methods: Through Epi Info statistical analysis software, analyze the recognition of students on the training mode of big data innovative and entrepreneurial talents before and after the application of development psychology.

Results: Table 1 refers to students' recognition of big data innovation and entrepreneurship talent training mode before and after the application of development psychology. On the whole, the new big data innovation and entrepreneurship talent training mode is based on professional innovation and entrepreneurship talent career planning courses (D1), building diversified innovation and entrepreneurship theme education activities (D2), adhering to the combination of individual consultation and classified counseling (D3), establishing a talent training system in the whole life cycle (D4), actively carry out innovation and entrepreneurship practices and activities (D5) is highly recognized in five aspects, with values exceeding 80%. Therefore, the big data innovation and entrepreneurship talent training mode combined with development psychology have better practical significance.

Table 1. Students' recognition of big data innovation and entrepreneurship talent training mode before and after the application of development psychology

Time	D1	D2	D3	D4	D5
Before application	71.0	71.2	72.4	76.2	72.0
After application	85.2	86.4	86.4	89.2	89.0

Conclusions: The big data innovation and entrepreneurship talent training mode of applied developmental psychology proposed by the research has practical significance. Educators can promote and apply this talent training mode in other colleges and universities.

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INFLUENCE OF THE REFORM OF COLLEGE EDUCATION MANAGEMENT SYSTEM ON ALLEVIATING COLLEGE STUDENTS' PSYCHOLOGICAL ANXIETY

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Background: Anxiety is an abnormal psychological bad emotion produced by the human body. Most patients are disappointed and sad. Medical psychologists believe that anxiety usually refers to people's adverse feelings such as risk, pressure and pain that exceed their acceptable range. At the same time, it is difficult for people to face and solve these problems. In the training process of different majors, college students need to have a variety of knowledge and skills, which will aggravate students' anxiety to a certain extent. The physiology of college students is at the dividing point between maturity and immaturity. When they face increasing pressure of study and work, they are easy to have very big psychological obstacles. College students spend most of their time in a noisy and crowded living environment, which can easily lead to psychological problems such as fatigue, slowness and irritability, and anxiety in serious cases. At present, the common intervention measures are offering lectures on professional knowledge of mental health and targeted personalized psychological intervention. The former popularizes common psychological problems and the adverse effects of psychological problems to students through regular lectures on mental health knowledge, and provides students with channels to obtain psychological assistance. The latter alleviates and improves students' psychological problems through active psychological intervention measures, and sets up a special psychological counseling room to complete psychological counseling. However, these anxiety intervention programs are difficult to implement, poor effect and low real-time, so it is difficult to fundamentally solve the anxiety problems of middle school students in the process of professional training.

With the increasingly severe psychological anxiety of college students, the optimization of college education management system plays a very important role in cultivating comprehensive talents. It can not only shape students' excellent moral quality, but also enhance students' humanistic quality. The goal of higher education management is to improve students' moral, intellectual, physical, aesthetic and labor levels, and shape students' ability of innovative consciousness. The reform of college education management system can not only help students develop good labor consciousness and labor attitude, but also enable students to develop good labor habits. After the optimization of college education management system, it can not only exercise students' spirit of hard work, but also help students improve their

competitiveness and sense of mission, make them have a strong will not afraid of hardship, and then alleviate the anxiety of college students to a certain extent. At present, many research reports at home and abroad show that college education management should pay attention to students' mental health and the development of students' all-round ability, to provide support for modern education. The goal of educational management reform in colleges and universities is to cultivate all-round high-quality talents with high psychological endurance.

Objective: This paper analyzes the effect of the reform of college education management system on alleviating college students' psychological anxiety, in order to provide scientific suggestions for the level of college education management.

Research objects and methods: This paper selects 1000 colleges and universities in a certain area as the research object, and analyzes the effect of the reform of college education management system on alleviating college students' psychological anxiety through the improved decision tree algorithm. The evaluation contents include cognition, emotion, will and belief. Cognition refers to the patient's cognition of self. Emotion refers to the patient's own emotional situation. Willingness refers to the patient's attitude towards something. Faith refers to the patient's identification with something. The evaluation result is the impact value, and the range of setting the impact value is 1-5. 1, 2, 3, 4, and 5 respectively mean no impact, little impact, impact, comparative impact and obvious impact. In order to ensure the reliability of the research results, the average value of the evaluation results of all research objects is taken as the result.

Methods: Through the latest version of PEMS statistical analysis software, this paper analyzes the effect of the reform of the college education management system on alleviating college students' psychological anxiety.

Results: Table 1 shows the results of alleviating college students' psychological anxiety before and after the reform of the college education management system. It can be seen from Table 1 that after applying the reform mode of the education management system in colleges and universities, the anxiety symptoms of college students have been significantly improved, and the improvement effect of college students' anxiety disorder is mainly reflected in willingness and emotion.

Table 1. Alleviating results of college students' psychological anxiety before and after the reform of the college education management system

Factor	Cognition	Emotion	Will	Faith
Before reform	2	1	2	3
After reform	3	4	5	4

Conclusions: The reform of the college education management system has an ideal effect on alleviating college students' psychological anxiety, especially in the two aspects of will and emotion. The follow-up research can apply the proposed innovation system of college education management to the management of other colleges and universities.

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THE INFLUENCE OF BADMINTON PLAYERS' PSYCHOLOGICAL ANXIETY ON THE STABILITY OF COMPETITION

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Background: Mental health is a very broad concept, which shows a very good state of internal and external regulation at the macro level. It involves not only the stability of the internal environment, but also the dynamic adaptability of the external environment. For people with different life cycles, mental health standards have certain heterogeneity, but this difference is quite different. For athletes, they are often in a tense environment, which will also lead to corresponding changes in their psychology. Anxiety disorder is a very complex psychological and emotional disorder. Its clinical manifestations are usually motor agitation and sympathetic hyperactivity. The causes of the disease are depression, mental stimulation, personality, congenital heredity, etc., which are manifested in negative emotions such as anxiety, shame, disappointment, anxiety, fear and so on. Badminton players will face greater negative emotions in the preparation stage of the game. At the same time, with the approaching of the game time, students' anxiety will further increase and their poor psychological tolerance. Their mental health problems

are becoming increasingly prominent. The international health organization claims that the number of athletes with anxiety and depression is increasing and the incidence rate is becoming younger.

In most clinical studies, in clinical research, sports competition anxiety scale and sports cognitive trait anxiety scale are the most common anxiety evaluation scales. Sports competition anxiety scale is a tool to measure athletes' trait anxiety. It has good discriminant validity, aggregate validity and test-retest reliability. The sports cognitive trait anxiety scale includes cognitive anxiety and physical anxiety. Cognitive anxiety refers to athletes' cognitive concerns about their own ability, performance and competition results, excluding physiological reactions caused by autonomic nervous system. The research points out that if athletes are in a state of anxiety for a long time, it will have a negative impact on their mood and reduce the training efficiency. Teachers should pay close attention to the mental health of athletes. If teachers have a certain level of self-confidence and regulation, athletes will not have a high level of anxiety. Some scholars also believe that there is a close relationship between psychological state and competition anxiety, and anxiety can damage sports training to a certain extent. It is worth noting that whether badminton players can play a normal level in the process of competition is of great significance to the athletes themselves and coaches. However, at present, there are relatively few studies on psychological anxiety and stability in the process of competition, and the research results have not been analyzed quantitatively and deeply.

Objective: This paper analyzes the correlation between the psychological anxiety of badminton players and the stability of competition results, in order to provide a scientific basis for the normal play of badminton players' competition level.

Research objects and methods: 30 badminton players in a city were selected as the research object, and the correlation between the psychological anxiety of badminton players and the stability of competition results was analyzed by Pearson product-moment correlation coefficient. Badminton players' psychological anxiety is obtained by sports competition anxiety scale and sports cognitive trait anxiety scale. The stability of the competition results is obtained through the scores of two coaches, ranging from 1 to 100 points. The higher the score, the better the athletes' competition. In order to avoid the influence of subjective factors on the research results, the average score of the two coaches is taken as the result.

Methods: Through SPSS23.0 statistical analysis software is used to analyze the correlation data between badminton players' psychological anxiety and the stability of competition results. The measurement data in line with normal distribution is expressed by mean \pm standard deviation. $P < 0.05$ indicates that the gap has a significant statistical difference, and $P < 0.01$ indicates that the gap has a very significant statistical difference.

Results: Table 1 refers to the correlation between badminton players' psychological anxiety and the stability of competition results. It can be seen from Table 1 that the correlation between the sports competition anxiety scale and competition stability is -0.856, and the significance value is lower than 0.05. The correlation between sports cognitive trait anxiety scale and competition stability was -0.878, and the significance value was lower than 0.01. This shows that the psychological anxiety of badminton players is negatively correlated with the stability of competition results.

Table 1. Correlation between psychological anxiety of badminton players and stability of competition results

Gauge	Relevance	Significance
Sports competition anxiety scale	-0.856	<0.05
Motor cognitive trait anxiety scale	-0.878	<0.01

Conclusions: The correlation between badminton players' psychological anxiety and the stability of competition results is negative. Subsequent research can alleviate athletes' anxiety before competition through psychological intervention measures, so that badminton players can play a normal level in the process of competition and increase the possibility of winning the game.

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RELATED SOCIAL PSYCHOLOGICAL FACTORS OF COLLEGE STUDENTS' NETWORK INTERPERSONAL RELATIONSHIP

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Background: Network is a very important communication platform. At present, most college students are easy to fall into network interpersonal communication, which will have a serious impact on individual psychological and social functions. Internet addiction is a psychological abnormal symptom caused by individuals' high dependence on the Internet, and it will appear physiological abnormalities. Internet relationship addiction is a type of Internet addiction, which specifically means that individuals overuse the communication function of chat rooms, Internet forums and other Internet platforms, resulting in them indulging in the establishment, development and maintenance of intimate relationships on the Internet, without considering whether there is the development and maintenance of interpersonal relationships in the real world. According to the data of China Internet Network Center, the number of Internet teenagers in China has reached 300 million, accounting for about 85% of the proportion of teenagers in China. Most educators point out that more than 60% of Internet addiction groups are Internet relationship addiction and online game addiction. Most studies at home and abroad analyze the correlation between Internet addiction and external variables and personal trait variables, and pay little attention to the correlation between the types and influencing factors of Internet addiction. Among them, most researchers believe that college students' online interpersonal relationship is closely related to psychological factors such as self-orientation, social self-esteem and social anxiety.

Anxiety is an abnormal psychological bad emotion produced by the human body. Most patients are disappointed and sad. Medical psychologists believe that anxiety usually refers to people's adverse feelings such as risk, pressure and pain that exceed their acceptable range. At the same time, it is difficult for individuals to face and solve these problems. The state of anxiety and depression is the result of disharmony with the outside in the process of growth. Anxiety plays a media role in depression and self-differentiation, and the degree of depression is often affected by self-differentiation and anxiety. Self-orientation refers to obtaining a more stable social attribute, psychological characteristics, physiological status and so on through the individual's observation of society, external activities and so on. Self-orientation determines an individual's understanding of experience and expectations. The higher the corresponding score of self-positioning, the higher the corresponding level of mental health. As an important part of individual self-esteem structure, social self-esteem is an individual's evaluation of his communication status and social communication ability. If individuals have a high evaluation of their social self-esteem, they are likely to gain positive emotional experience, help them accept and like themselves, and then maintain a better psychological state. The research shows that college students' self-positioning, social self-esteem and social anxiety of Internet addiction have certain characteristics. Individual self-positioning such as being friendly to themselves may be closely related to Internet addiction.

Objective: This paper analyzes the related social and psychological factors of college students' Internet addiction, in order to provide scientific suggestions for the benign communication of college students' Internet interpersonal relationships.

Research objects and methods: Students from five schools were selected for a single factor comparative analysis of social and psychological factors related to college students' Internet interpersonal relationship, and the addiction tendency of college students' Internet interpersonal relationship was set as the dependent variable. The risk factors with statistical significance were obtained by logistic regression analysis. The relative risk was determined by Odds Ratio (OR), and the 95% confidence interval was determined, or a value greater than 1 indicates that the influencing factor is a risk factor. $P < 0.05$ showed significant difference.

Methods: NOSA statistical analysis software was used to analyze the influencing factors of network interpersonal relationship in colleges and universities, and to judge the independent risk factors of network interpersonal relationship in colleges and universities.

Table 1. Logistic regression analysis of multiple psychosocial factors on college students' Internet addiction

Independent variable	Regression coefficient	Standard error	Chi-square value	OR	Lower limit of 95% confidence interval	Lower limit of 95% confidence interval	P
Ambition	0.958	0.085	13.241	1.705	0.606	0.826	0.019
Communication	-1.569	0.894	3.885	0.812	-2.004	3.654	0.001
Friendly	-2.326	1.210	3.785	1.239	-3.036	4.231	0.004
Studies	-0.113	0.068	0.278	1.987	-2.041	2.011	0.032
Self-acceptance	-1.284	1.268	9.865	1.365	-4.261	8.236	0.005
Social self-esteem	-1.131	0.695	0.832	11.032	-1.365	4.028	0.003
Social anxiety	2.312	1.023	2.921	7.562	3.856	7.361	0.002

Results: Table 1 refers to the results of logistic regression analysis of various social and psychological factors on college students' Internet addiction. The results of regression analysis showed that the more serious the students' social anxiety, the higher the tendency of Internet addiction. The independent risk factors of Internet addiction are communication, friendliness, self-acceptance, social self-esteem and social anxiety.

Conclusions: The independent risk factors of Internet addiction are communication, friendliness, self-acceptance, social self-esteem and social anxiety. Therefore, teachers, parents and other supervisors should pay attention to these risk factors in college students' online interpersonal relationships to avoid students falling into the vortex of the Internet to the greatest extent.

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INFLUENCE OF INDOOR SPACE ENVIRONMENT DESIGN OF PREFABRICATED BUILDINGS ON IMPROVING PATIENTS WITH COGNITIVE IMPAIRMENT

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Background: Cognitive impairment refers to the abnormal knowledge processing in the process of thinking judgment and learning. In most cases, machine experience is manifested as memory function and learning dysfunction, and even serious psychological abnormal behaviors such as loss of line, recognition, and use. The causes of cognitive impairment are chronic brain injury, chronic systemic diseases, mental and psychological abnormalities, among which mental and psychological abnormalities are the main causes. Cognitive impairment can be divided into thinking impairment, memory impairment and perception impairment according to different types of impairment. The clinical manifestations of thinking disorder include delusion, thinking logic disorder, association process disorder, abstract generalization stage disorder and so on; In clinical practice, memory impairment mainly includes memory error, memory fragment loss, memory enhancement and so on. Perceptual disorder can be manifested as perceptual comprehensive disorder, sensory sensitivity, sensory retardation and so on. The treatment of patients with cognitive impairment has become a topic of great concern to clinical scholars. The common treatment methods are behavior therapy, music therapy, environmental therapy and so on. Psychological journals point out that the design of indoor space and environment in prefabricated buildings can help alleviate the symptoms of patients with cognitive impairment.

The research of space environment design on alleviating cognitive impairment is mainly reflected in improving the cognitive ability of the elderly, taking space environment design as an auxiliary means, and promoting public communication. Under the requirements of alleviating cognitive impairment of the elderly, the strategies of indoor space and environment design of prefabricated buildings are as follows. First, the design of lighting environment. The visual characteristics of elderly patients with cognitive impairment were significantly lower than those of young people or healthy groups of the same age. With the increase of age, the ability of pupil to adapt to light changes decreases. In terms of lighting environment design, it is necessary to promote public communication behavior, including selecting electric light source with good display performance, illumination, and color temperature, and preventing glare. Second, the design of color environment. According to the cognitive impairment of the elderly, the perceptual characteristics of the color environment should be designed accordingly. It is necessary to activate the space atmosphere through the decorative colors in the space, pay attention to the primary and secondary colors, and avoid the use of large areas of green, blue and white. With the help of the characteristics of color, it can help association, alertness and identification. In addition, you need to adjust your mood through color. Third, the rational use of decorative materials. The interior decoration space of wooden materials can make people get a more positive emotional experience. Designers should pay attention to the matching use of materials in the design process, and give full play to the emotional and physical characteristics of different materials in touch and vision. Special attention should be paid to the selection of flexible finishing materials, the use of integrated material matching, the use of thermal insulation materials, and the use of regular and delicate texture materials as far as possible. Fourth, pay attention to home display, including the way and location of furniture layout, the aging and comfort of furniture, and the color matching of furniture. Fifth, other indoor environmental elements, including form characteristics, spatial scale, climate environment, sound, etc.

Objective: To analyze the improvement effect of indoor space environment design of prefabricated

buildings on elderly patients with cognitive impairment, in order to help elderly patients with cognitive impairment provide intervention measures.

Research objects and methods: 120 elderly people with different degrees of cognitive impairment in two cities were selected as the research object. The mitigation of indoor space environment design of prefabricated buildings on elderly patients with cognitive impairment was evaluated by fuzzy evaluation method and analytic hierarchy process. The evaluation index includes five aspects: lighting environment, color environment, decorative materials, home display and other elements. There are five grades: obvious improvement, general improvement, improvement, slight improvement and no improvement. The corresponding scores are 1-20, 21-40, 41-60, 61-80 and 81-100 respectively.

Methods: Through SPSS22.0 data statistical analysis software to obtain the improvement effect of indoor space environment design of prefabricated buildings on elderly patients with cognitive impairment.

Results: Table 1 refers to the improvement effect of urban D prefabricated building indoor space environment design on elderly patients with cognitive impairment. It can be seen from Table 1 that lighting environment; color environment and decorative materials have the most obvious effect on the improvement of cognitive impairment.

Table 1. Improvement effect of indoor space environment design of urban D prefabricated building on elderly patients with cognitive impairment

Category	Significant improvement	General improvement	Improve	Slightly improved	No improvement
Illumination environment	34	41	17	16	12
Color environment	28	37	23	14	18
Decorative materials	26	35	29	16	14
Home display	21	25	30	21	23
Other elements	22	24	35	20	19

Conclusions: The indoor space environment design of prefabricated buildings has a good improvement effect on elderly patients with cognitive impairment, especially in three aspects: lighting environment, color environment and decorative materials. This scheme can be applied to the improvement of elderly patients with cognitive impairment.

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INTEGRATION OF INDUSTRY AND EDUCATION AND THE DEVELOPMENT OF INFORMATIZATION IN COLLEGES AND UNIVERSITIES TO ALLEVIATE THE ANXIETY OF COLLEGE STUDENTS

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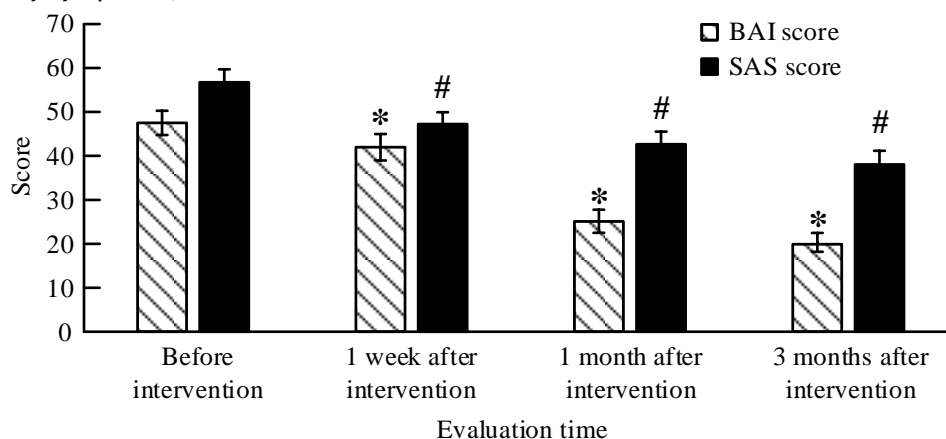
Background: As the core content of vocational education, the integration of industry and education plays an important role in the process of cultivating applied high-quality talents in colleges and universities. As early as 2017, China has issued a programmatic document on the integration of industry and education, which takes the integration of industry and education as an important development strategy in the process of China's education reform. The integration of industry and education is not only to establish a simple school-enterprise cooperation relationship, but also to organically combine the teaching of professional courses in colleges and universities with the training of enterprise internships, so that students can apply what they have learned, and be trained and improved in theory and practice. Moreover, the continuous development of big data technology has made a breakthrough in the reform and optimization of the teaching mode of integration of production and education. The university has established a mode of integration of production, teaching and information, laying a solid foundation for the advanced teaching mode of "Internet plus education". The main way of information development of the integration of industry and education in colleges and universities is to build a virtual training platform, which can improve the practical operation ability of college students to a certain extent. In the traditional teaching and training

mode of colleges and universities, students may have certain negative emotions and even anxiety due to the separation between theoretical knowledge infusion and practical operation, low mastery of theoretical and practical operation ability, high employment pressure and many other factors. Anxiety psychology mainly refers to the tension generated by individuals under the influence of external pressure or frustration events. At present, a large number of college students will feel confused or uneasy about their employment prospects in the graduation season. It is usually difficult to maintain concentration, lose interest in the surrounding things, excessive pride or inferiority. College students' anxiety psychology will have a huge negative impact on their study, employment and interpersonal communication, which is not conducive to the improvement of their professional ability and the realization of the goal of all-around development. The informatization development of the integration of industry and education in colleges and universities can play a positive guiding role in different aspects. By improving the mastery of their theoretical knowledge and practical ability, it can effectively alleviate the anxiety of college students.

Objective: In the process of continuously improving the development level of industry education integration informatization in colleges and universities, it is inevitable to face diversified practical difficulties, including the poor significance of the main role of industry education integration informatization construction, the prominent demand contradiction between schools and enterprises, the imperfect construction performance of industry education integration informatization platform, and the urgent need to improve the informatization operation ability of college teachers. The research will take corresponding improvement measures according to different problems, in order to promote the development process of industry education integration informatization in colleges and universities, and then explore its alleviating effect on college students' anxiety symptoms.

Research objects and methods: 76 college students, a total of 228, were randomly selected from each of the three colleges and universities. They were selected as the research objects to participate in the teaching intervention experiment of industry education integration and information development for 4 months. Before and after the intervention, record the relevant data of 228 college students' anxiety psychology, and compare the anxiety state of college students before and after the intervention, so as to obtain the research results of alleviating college students' anxiety through the development of industry education integration and informatization in colleges and universities.

Research design: Before and after the intervention experiment, the intervention effect was evaluated by Beck Anxiety Inventory (BAI) and Self-rating Anxiety Scale (SAS). Bai contains 21 evaluation items. The level 4 score is used to evaluate the subjective anxiety of the evaluation object. The evaluation standard is "1", which means no anxiety, "2" indicates mild anxiety, "3" indicates moderate anxiety, and the degree of anxiety is in a tolerable range, "4" indicates severe anxiety, that is, the degree of anxiety is extremely serious and unbearable. The Bai score is positively correlated with the anxiety degree of the subject. If the Bai score of the subject is less than 5, it means that the subject has no anxiety. A score between 5 and 25 indicates mild anxiety. A score in the range of 26 to 35 indicates that the subject is accompanied by moderate anxiety. If the score is 36 or above, it indicates that the subject is accompanied by severe anxiety. SAS mainly evaluates the frequency of the name of anxiety symptoms, and also adopts the 4-level scoring standard. "1" indicates that the frequency of anxiety symptoms is not or very little, indicating that the anxiety degree of the subject is light, "2" means a small part of the time, "3" means more time, "4" indicates that anxiety symptoms occur most or all of the time. SAS score was positively correlated with the severity of anxiety symptoms, and 50 was the critical value.



Note: Compared with that before intervention, * $P < 0.05$; Compared with that before intervention, # $P < 0.05$.

Figure 1. Comparison results of scores at different time nodes before and after intervention

Methods: The total score obtained by adding the scores of Bai and SAS items needs to be multiplied by 1.19 and 1.25 respectively, and then rounded to obtain the final Bai score and SAS score. For all data obtained before and after the intervention, Excel and SPSS25.0 were used for calculation and analysis.

Results: Figure 1 shows the changes in Bai and SAS scores before and after the intervention. It can be seen that with the progress of the intervention experiment, the Bai scores of college students showed a gradual downward trend, from severe anxiety symptoms to mild anxiety. As for the change trend of SAS score, the anxiety of college students has been significantly improved.

Conclusions: The informatization development of the integration of industry and education in colleges and universities can reduce the Bai score and SAS score of college students in the process of practical application, and effectively alleviate their anxiety.

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ENTERPRISE ACCOUNTING AUDIT RISK AND THE CONSTRUCTION OF INFORMATION AUDIT SYSTEM UNDER THE OBSTACLE OF THINKING LOGIC

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Background: Thinking logic disorder means that patients' thinking lacks or loses inherent logical connection, and their thinking is in a pathological state, which is difficult to be understood by normal people. Among the manifestations of thinking logic obstacles, it mainly includes four different types: symbolic thinking, new words, logical fallacy thinking and sophistry thinking. Symbolic thinking refers to the abstract processing of a specific thing to obtain an abstract concept. In normal symbolic thinking, tradition and habit are the basic basis in the symbolic process. In pathological symbolic thinking, what is used to represent abstract concepts cannot be understood by others. New works of words refer to that patient with thinking logic disorder can create some words, graphics and symbols that only they can understand. Patients have given them a certain special meaning, and although it is difficult for others to understand, patients think others should understand. Logical inversion thinking refers to that patients take the existing logical obstacles in the process of thinking association as the main feature, and show the characteristics of bizarre reasoning process and inversion of cause and effect on the basis of lack of premise and logical basis. Sophistry thinking mainly refers to that the patient's view on a certain problem seems reasonable, but it will be found that its view is completely illogical, lacks basis and rationality.

Under the obstacle of thinking logic, there are great disadvantages in the construction and research of enterprise accounting audit risk and information audit system, which are embodied in three aspects: market competition and legal loopholes, auditors' ability and auditors' sense of responsibility. The reasons leading to the risk of enterprise accounting audit have a certain diversity, mainly covering three different levels: the rapid expansion of audit object and audit scope, the lack of perfection of social system, and the fierce market competition in the finance and taxation industry. In essence, the rapid expansion of audit objects and audit scope is mainly caused by the continuous promotion of the process of economic integration. The communication between domestic and international platforms is gradually strengthened, which promotes the international development of enterprise business, making the accounting and audit industry more responsible and facing greater challenges. The lack of perfection of the social system is mainly reflected in the continuous development of accounting audits. The policies and laws of fiscal and tax audit are difficult to effectively restrict the accounting audit and increase its risk. The market competition in the finance and taxation industry is intensifying, and the old accounting and audit methods are difficult to meet the diversified needs of relevant work.

Objective: To explore the changes of enterprise accounting audit risk before and after the improvement of thinking logic obstacles, and put forward targeted measures for the construction of an information audit system, in order to improve the accounting audit process and improve the effectiveness of accounting audit work.

Research objects and methods: Auditors from four enterprises were selected as the research object. There were 15 auditors in each enterprise, a total of 60. Using the Naive Bayesian algorithm, this paper makes data mining and analysis on the enterprise accounting audit risk before and after the improvement of thinking logic obstacles.

Research design: Take the market competition and legal loopholes in the enterprise accounting audit

risk, the ability of auditors and the sense of responsibility of auditors as the evaluation indicators, and make 60 auditors rate the risk of each evaluation index. The risk level is divided into four different levels, i.e., no risk, low risk, medium risk and high risk, which are expressed as 0-3 from low to high.

Methods: The combination of matrix analysis and comparative analysis was used to explore the evaluation results of auditors' risk level before and after the improvement of thinking logic barriers.

Results: Before and after the improvement of thinking logic barrier, the role of enterprise accounting audit risk showed some differences. Before the improvement of the thinking logic barrier, auditors' professional level and sense of responsibility in daily audit work were affected to varying degrees, and their risk rating results were 3 respectively. Audit risks at all levels are embodied in the low level of professional ability of auditors and poor mastery of professional knowledge, theory, and practical ability, which makes it difficult to effectively ensure the accuracy and reliability of enterprise accounting audit results. The accounting audit work is complicated, and the relevant knowledge changes with each passing day. It is difficult for some auditors to insist on continuous training, learning and serious work, which increases the risk of enterprise accounting audit work. After the improvement of the thinking logic barrier, the risk evaluation value of each evaluation index has decreased to 0, 1 and 1 respectively, indicating that the risk level of enterprise accounting audit has decreased to no risk or low risk level. See Table 1 for details.

Table 1. Enterprise accounting audit risk evaluation results before and after the improvement of thinking logic barriers

Risk evaluation index	Before improvement		After improvement	
	Risk rating	Number (%)	Risk rating	Number (%)
Market competition and legal loopholes	2	13 (21.67)	0	9 (15.00)
Auditor competence	3	24 (40.00)	1	25 (41.67)
Auditors' sense of responsibility	3	23 (38.33)	1	26 (43.33)

Conclusions: The risk of enterprise accounting audit under the thinking logic barrier is mainly reflected in three levels: market competition and legal loopholes, auditors' ability and auditors' sense of responsibility, and its risk level are in a high-risk state. By improving the thinking logic barrier, the risk rating level of three different levels can be effectively reduced, based on this, we can realize the construction of an information audit system and ensure the smooth development of enterprise accounting audit.

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BASED ON THE TRANSFORMATION OF READERS' ANXIETY TO LIBRARY SERVICE IN THE READING PROMOTION OF UNIVERSITY SMART LIBRARY

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Background: Since entering modern society, with the rapid change of life mode and the intensification of social competition, anxiety has become a common problem in daily life. Anxiety psychology, as a psychological disease, has not been widely concerned, but it has an important impact on all fields of society. From the perspective of conceptual analysis, anxiety is mainly due to the tension and fear derived from the inability to achieve their own goals or overcome the potential threats around them. Being anxious for a long time will not only frustrate people's self-esteem and self-confidence, but also distract people's attention, and then have a negative impact on people's normal daily life. From the physiological level, the increase of psychological anxiety is the result of disturbing brain memory and thinking, making people show anxiety, tension, indecision and disturbing emotional changes. Anxiety can lead to neurological dysfunction, mental illness or abnormal anxiety. However, if these manifestations are excessive, they will evolve into anxiety disorders, even physical and language stiffness, mental breakdown, or common mental diseases in medicine, which will undoubtedly bring great threats and challenges to people's body and mind, study and work. At the same time, anxiety, as a common and common psychological disease, also has an important impact on people's judgment and thinking in their daily life, that is, people in a state of anxiety will not be able to deviate from the normal track of daily life and fall into a kind of self-repression that cannot extricate themselves, so it is difficult to practice their goals, and linger in place in depression. Relevant studies have pointed out that the anxiety of different groups or occupational groups will have a negative significance to

their work or related affairs in their field. For example, readers' anxiety will affect their judgment of library service, which is manifested in their dissatisfaction and contradiction with library service, which will have a negative effect on their own reading and learning. In short, anxiety has spread to all areas of people's daily life, which should be paid attention to.

With the subtle progress of information technology, our daily life is changing rapidly. Reading promotion activities will be reasonably combined with modern information technology, that is, the emergence of smart library can not only strengthen book promotion, but also expand the coverage and let more people know the specific information of reading promotion. The integration of information technology and library is not limited to this. Smart library also improves the collection ability and serviceability of the library, and expands the reading mode through library digital reading, making people's learning and reading more convenient. Smart library mainly integrates modern network technology and intelligent technology on the basis of the university library, and operates and services through intelligent device terminals. However, whether traditional library or intelligent library, its ultimate goal is people-oriented and serve users. Let more people love reading and learning, guide people to develop good reading habits and learn knowledge from books, so as to improve their cultural reserves. Therefore, from the perspective of readers' anxiety psychology, this paper discusses the important role of reading promotion of university smart library in alleviating readers' anxiety psychology, so as to change the service direction and ways of the university library and comprehensively improve the service level and quality of university library.

Objective: This paper analyzes the positive significance of reading promotion of university smart library in alleviating readers' anxiety, so as to fundamentally change the service direction of the university library and achieve the goal of comprehensively improving the service level and quality of university library.

Research objects and methods: 400 college students' readers were randomly selected from five university libraries in our city as the research objects. Before the experiment, the psychological measurement of readers' anxiety was carried out, that is, the psychological measurement of readers' anxiety was carried out in combination with the diagnostic test of anxiety tendency. The higher the score, the more serious the readers' anxiety. Then, carry out the reading promotion intervention of the university smart library for one month, compare the changes of anxiety psychology of college students' readers before and after the intervention, and take this as the basis to evaluate the service quality of the university library.

Methods: Complete the data analysis through SPSS23.0 data statistical analysis software.

Results: Table 1 shows the changes in readers' anxiety psychology after the reading promotion intervention of the university smart library. Compared with before the intervention, after the implementation of the reading promotion intervention of the university smart library, the anxiety psychology of college students' readers has been improved, and there is a statistical difference before and after the intervention ($P < 0.05$).

Table 1. Based on the changes in readers' anxiety after the reading promotion intervention of university smart library

Factor	Before intervention	After intervention	<i>P</i>
Anxious learning	4.65	1.55	<0.05
Communication anxiety	3.62	1.55	<0.05
Loneliness tendency	3.43	1.33	<0.05
Self-reproach tendency	3.34	1.44	<0.05
Sensitive tendency	3.47	1.49	<0.05
Physical symptoms	4.34	2.44	<0.05
Terrorist tendency	3.46	1.49	<0.05
Impulsive tendency	3.35	1.44	<0.05
Total score	68.49	31.47	<0.05

Conclusions: Because the reading promotion of university smart library can significantly improve the anxiety psychology of readers, in the service of the university library, we should actively implement the smart library and change the service direction, so as to reduce the anxiety psychology of readers, so as to greatly improve the service level and quality of university library.

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THE EFFECT OF RESIDENTIAL SPACE DESIGN ON ALLEVIATING ANXIETY FROM THE PERSPECTIVE OF HUMANISTIC PSYCHOLOGY

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Background: The development of modern western philosophy breeds the ideological tradition of people-oriented and advocates people's unique nature and unique research methods. This tradition provides the necessary ideological soil for the emergence of humanistic psychological methodology. Common sense psychology, religious psychology and philosophical psychology, which exist and develop in psychology, are the rudiments of humanistic psychology methodology, corresponding to the criticism of scientism and the promotion of human's unique essence and unique research methods in the field of philosophy of science. Humanistic psychology is committed to building a complete image of man and pursuing research methods suitable for man's unique nature, so as to resist the narrowness and hegemonism of scientific psychology. It presents five characteristics of methodology. The research orientation of humanities is the scientific essence of problem centrism, the research path of holism and the subjective research paradigm of intuitionism. It advocates taking the research mode of humanistic psychology as the basic research object of humanities and the research mode of humanistic psychology as the research object of natural science. It can be said that humanistic psychology criticizes the methodological centrism of scientific psychology, and advocates that psychological research should pay attention to problems that are meaningful to people and society, and the methods should adapt to the problems and choose the methods according to the problems. In view of this, humanistic psychology advocates "problem-centered theory", that is, psychological research must start from the research problems and choose methods and means according to the research problems, not the opposite. The proposal of problem-centered theory helps psychology get rid of the shackles of scientific methods and pay attention to real meaningful problems, so that psychology fundamentally constructs a psychological methodology suitable for studying "people" from a broader perspective. In short, humanistic psychology advocates human uniqueness and puts forward some methodological propositions suitable for human nature. This makes the construction of psychological methodology return to the correct starting point, so as to lay the foundation for the construction of more reasonable and perfect psychological methodology.

With the development of psychology from simple design to a comfortable living place, the psychological consciousness begins to rise. The interior design of living space has changed from modernism to postmodernism. The rigid shape makes people feel bored and tired, and they begin to pursue psychological space and psychological beauty. In other words, with the continuous development of informatization, people's thoughts are seriously affected by the media and lose themselves. Living space is a place for self-venting, which needs to be beautified in combination with the content of humanistic psychology in order to alleviate the anxiety of modern people. Relevant studies have pointed out that incorporating humanistic psychology into residential space design can not only effectively improve the problems existing in traditional residential space design, but also greatly improve the anxiety of residents, which is of great positive significance for residential space design. In view of this, from the perspective of humanistic psychology, this paper launches the influence of residential space design on alleviating residents' anxiety, so as to provide a new design idea and design direction for modern residential space design.

Objective: This paper explores the design of residential space based on humanistic psychology, and explores the effect of residential space design based on humanistic psychology on alleviating residents' anxiety. It aims to effectively improve the widespread anxiety problems of modern people in residential space, and provide a psychological perspective for modern residential space design.

Research objects and methods: 200 patients with anxiety were selected as the research object and randomly divided into control group and experimental group, with 100 in each group. The control group was intervened with conventional living space design, while the experimental group was intervened with living space design based on humanistic psychology. The intervention period was 1 month. The changes in the anxiety of the two groups were compared and analyzed.

Methods: Complete the data analysis through SPSS19.0 data statistical analysis software.

Results: Table 1 shows the changes in anxiety psychology of patients in the two groups after the implementation of humanistic psychology residential space design intervention. Compared with the control group of patients with conventional residential space design intervention, after the implementation of humanistic psychology residential space design intervention, the anxiety psychology of patients in the experimental group improved more significantly, and there was a significant difference between the two groups ($P < 0.05$).

Table 1. Changes of anxiety psychology of patients in the two groups after the intervention of humanistic

psychology and residential space design (n=200)

Dimensions of anxiety measurement	Control group (n=100)	Experience group (n=100)	P
Anxious learning	3.47	1.44	<0.05
Communication anxiety	4.34	1.49	<0.05
Loneliness tendency	3.46	2.44	<0.05
Self-reproach tendency	3.35	1.49	<0.05
Sensitive tendency	3.47	1.44	<0.05
Physical symptoms	4.34	2.36	<0.05
Terrorist tendency	3.96	2.01	<0.05
Impulsive tendency	3.35	1.49	<0.05
Total score	50.91	31.47	<0.05

Conclusions: On the one hand, humanistic psychology criticizes the methodological centrism of scientific psychology, and advocates that psychological research should pay attention to the problems that are meaningful to people and society. The methods should point to the problems and choose the methods according to the problems. Therefore, it has important application value in the design of residential spaces. On the other hand, residential space design based on humanistic psychology also has important application value in alleviating anxiety. It can not only provide a new idea for residential space design, but also provide a new strategy for alleviating anxiety.

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ENTERPRISE GRASS-ROOTS MANAGEMENT STRATEGY CONSIDERING ALLEVIATING EMPLOYEES' MENTAL PRESSURE

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Background: As a fixed term, the term “mental stress” developed with the fuzzy edge of various disciplines, and began to enter the fields of anthropology, sociology and medicine, and further refined and extended from these fields to behavioral science, management and other disciplines. On the basis of theoretical research, many experts consciously expand it to practical application, especially in enterprise stress management. Enterprise stress management mainly studies work stress. The body’s response to all mental stress is the same, that is, the pituitary gland rapidly secretes adrenal hormone and growth hormone in response to stress. Therefore, the impact of stress actually has both positive and negative aspects. On the negative side, too much pressure and too long a duration will have many adverse consequences. For employees, this will lead to a series of adverse changes in their physiology and psychology. Most surveys believe that work rhythm, heavy work tasks, and fierce competition among employees can lead to mental stress. For enterprises, huge work pressure will have a negative impact. Research shows that job stress is directly proportional to the turnover rate of employees. If the work pressure is too great and employees leave one after another, the enterprise needs to recruit employees again, and then carry out career setting and related training, which will inevitably increase the cost. In addition, with the continuous improvement of the legal system, more and more cases are brought by employees to enterprises due to work pressure. Even if the lawsuit is won, the enterprise will have to pay the corresponding labor and time costs. If the lawsuit is lost, it will have to pay high compensation to further increase costs. As we all know, human resources are the largest resources of enterprises. Employees are under too much pressure, which is bound to be difficult to focus on their work and achieve actual performance, affecting the overall development of the enterprise. At the same time, stress will also directly affect performance. Research shows that there is a complex relationship between “mental stress” and “job performance”, and appropriate stress will improve job performance. Without pressure, like boiling a frog in warm water, there will be no driving force to move forward and work performance will decline. People with too much pressure pay too much attention to pressure, but ignore how to improve performance, which eventually leads to performance decline.

In view of the fact that the mental stress of employees has become an important factor affecting the development of enterprises, the grass-roots management of enterprises should attach great importance to it, make rational use of the benign pressure of employees, turn pressure into power and give full play to the

potential of employees. On the contrary, to diagnose the negative pressure of employees, we should take appropriate strategies to solve, disperse and reconcile, so as to reduce the obstacles of employees' negative pressure to the development of enterprises. At the specific level, the grass-roots management of enterprises can promote the positive pressure of employees by establishing the reward mechanism, but pay attention to the appropriate range of pressure to ensure that the pressure is within the positive range. For negative pressure, enterprises should take timely and effective intervention measures to prevent the further expansion of employees' mental pressure, which will hinder the development and progress of employees themselves and enterprise organizations. In short, in the grass-roots management of enterprises, we should pay special attention to the mental pressure of employees, and take corresponding measures to intervene to ensure the physical and mental health of employees, so as to realize the benign and sustainable development of enterprises.

Objective: In order to alleviate the negative mental pressure of employees in the work of the enterprise, this study constructs an enterprise grass-roots management strategy considering the mental pressure of employees, which aims to alleviate, reconcile or solve the mental pressure of employees, so that employees can coordinate the relationship between stress and work, so as to ensure the healthy development of the enterprise.

Research objects and methods: 500 employees were randomly selected from five enterprises in our city as the research object, and the mental stress status of employees was measured in combination with the diagnostic test scale of work mental stress. The scale includes 9 factors: rules and regulations, task setting, specific requirements, condition creation, workability, role cognition, workload, interpersonal relationship. For career development, 5-level scoring is adopted. The higher the score, the more serious the employee's mental pressure is. Then, the enterprise grass-roots management model considering employees' mental pressure constructed in this paper is intervened for three months. The changes in employees' mental pressure before and after the intervention are compared and analyzed, so as to evaluate the application effect of the enterprise grass-roots management model constructed in this paper.

Methods: Complete the data analysis through SPSS23.0 data statistical analysis software.

Results: Table 1 shows the changes in employees' mental stress after the intervention of enterprise grass-roots management strategy considering employees' mental stress. Compared with before the intervention, after the implementation of the enterprise grass-roots management strategy considering employees' mental pressure, the employees' mental pressure was improved, and there was a significant difference before and after the intervention ($P < 0.05$).

Table 1. Changes of employees' mental stress after the intervention of enterprise grass-roots management strategy considering employees' mental stress

Factor	Before intervention	After intervention	<i>P</i>
Rules and regulations	3.47	1.33	0.00
Task setting	4.34	1.44	0.00
Specific requirements	3.46	1.49	0.00
Condition creation	4.35	2.44	0.00
Working ability	3.47	1.49	0.00
Role cognition	4.34	1.33	0.00
Workload	3.46	1.44	0.00
Interpersonal relationship	3.35	1.49	0.00
Career development	4.47	2.44	0.00

Conclusions: The enterprise grass-roots management strategy considering the mental pressure of employees constructed in this paper can effectively alleviate the mental pressure of employees and ensure the physical and mental health of employees, which plays an important role in the development and progress of enterprises.

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RESEARCH ON THE INTEGRATION OF INNOVATION AND ENTREPRENEURSHIP EDUCATION AND PROFESSIONAL EDUCATION IN COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Innovation and entrepreneurship education is a new educational concept put forward by China in recent years in order to be in line with international standards, keep up with the pace of the times and cultivate innovative talents. Innovation and entrepreneurship education aims to help students fully understand the current social enterprise business environment, entrepreneurial opportunities, entrepreneurial risks and enterprise development model. At the same time, helps students fully understand the concept and characteristics of entrepreneurship, and effectively cultivate students' entrepreneurial awareness and innovative spirit. Therefore, through innovation and entrepreneurship education, students' innovation awareness and entrepreneurship level can be improved, and high-quality innovative talents can be trained for society, which is of great significance to students' personal development and the overall development of society. The integration of innovation and entrepreneurship education and professional education is an important way to cultivate students' professional ability, entrepreneurial ability and innovation ability under the current economic development trend, and can provide more opportunities for students' future development. However, there are many problems in the integration of innovation and entrepreneurship education and professional education in colleges and universities, which need only one step of improvement.

Educational psychology is a branch of psychology. Its main research direction is the learning effect of students, the effect of teaching intervention, the teaching psychology of teachers and the social psychology of school organization under the educational situation. Educational psychology is to apply psychological theory to education, so as to improve teaching methods, improve students' learning enthusiasm, and help students solve various problems in the process of learning and growth. Educational psychology has important applications in teaching design, teaching mode improvement, promoting students' learning motivation and helping students overcome psychological problems. Through educational psychology, teachers can have a deeper understanding of students, improve the pertinence of teaching, adjust teaching methods and teaching methods, and improve teaching quality. Based on educational psychology, the research carries out teaching design for the integration of innovation and entrepreneurship education and professional education in colleges and universities, and puts forward strategies to promote the deep integration of innovation and entrepreneurship education and professional education in colleges and universities, improve students' professional ability, entrepreneurship and innovation ability, transport high-quality compound talents for the society and meet the market demand for new innovative talents.

Objective: Innovation and entrepreneurship education are new educational concepts put forward by China in recent years in order to be in line with international standards, keep up with the pace of the times and cultivate innovative talents. The research puts forward strategies based on educational psychology to promote the deep integration of innovation and entrepreneurship education and professional education in colleges and universities, improve students' professional ability, entrepreneurial ability and innovation ability, and transport high-quality compound talents for society.

Research objects and methods: 200 students were selected as the research object in a university, and the teaching effect was evaluated by using the students' professional course scores and teachers' innovative ability to students.

Research design: Using the random number table method, 200 students were randomly divided into research group and control group, with 100 students in each group. Among them, the students in the research group are taught based on educational psychology, integrating innovation and entrepreneurship education and professional education. The students in the control group only carried out professional education and teaching. After three months of teaching, the teaching effects of the two groups of students were compared.

Methods: The software SPSS17.0 and Excel were used to count and analyze the relevant data.

Results: After 3 months of teaching, the test scores of the students in the research group were significantly higher than those in the control group ($P < 0.05$), as shown in Table 1.

Conclusions: The integration of new entrepreneurship education and professional education is an important way to cultivate students' professional ability, entrepreneurship ability and innovation ability under the current economic development trend, and can provide more opportunities for students' future development. However, there are many problems in the integration of innovation and entrepreneurship education and professional education in colleges and universities, which need only one step of improvement. The research puts forward strategies based on educational psychology to promote the deep integration of innovation and entrepreneurship education and professional education in colleges and universities. The results showed that after three months of teaching, the test scores of students in the research group were

significantly higher than those in the control group ($P < 0.05$). It shows that the deep integration of innovation and entrepreneurship education and professional education in colleges and universities is helpful to improve students' professional ability, entrepreneurial ability, and innovation ability, and transport high-quality compound talents for society.

Table 1. Examination results of professional courses of the two groups of students

Timing	Music test scores		<i>t</i>	<i>P</i>
	Research group	Control group		
Before teaching	61.9±12.3	62.1±13.1	0.452	0.872
After teaching	82.6±6.2	75.3±10.1	5.633	0.014
<i>t</i>	6.047	2.533	-	-
<i>P</i>	0.000	0.024	-	-

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RESEARCH ON THE TEACHING REFORM PATH OF METALLOGRAPHY AND HEAT TREATMENT FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Metallography and heat treatment course is a compulsory course for mechanical specialty in higher vocational schools, including basic properties of metal materials, material selection of mechanical equipment, heat treatment and other related knowledge and contents, which can cultivate high-quality talents for relevant industries. This course involves a lot of theoretical knowledge and abstract concepts, and due to the limitations of teaching equipment and teaching environment, most schools lack practical teaching, resulting in poor mastery of this course and unsatisfactory learning effect. Therefore, it is necessary to reform the teaching of metallography and heat treatment based on educational psychology.

Educational psychology is a branch of psychology. Its main research direction is the learning effect of students, the effect of teaching intervention, the teaching psychology of teachers and the social psychology of school organization under the educational situation. Educational psychology is to apply psychological theory to education, so as to improve teaching methods, improve students' learning enthusiasm, and help students solve various problems in the process of learning and growth. Educational psychology has important applications in teaching design, teaching mode improvement, promoting students' learning motivation and helping students overcome psychological problems. Through educational psychology, teachers can have a deeper understanding of students, improve the pertinence of teaching, adjust teaching methods and teaching methods, and improve teaching quality. Based on the theory of educational psychology, the research improves the teaching content, teaching methods and classroom organization of metallography and heat treatment course, so as to improve the teaching effect, increase students' learning initiative, improve students' comprehensive quality and cultivate high-level professional talents for the society.

Objective: The course of Metallography and heat treatment involves a lot of theoretical knowledge and abstract concepts. Due to the limitations of teaching equipment and teaching environment, most schools lack practical teaching, resulting in poor mastery of such courses and unsatisfactory learning effects. Based on the theory of educational psychology, the research improves the teaching content, teaching methods and classroom organization of metallography and heat treatment course, so as to improve the teaching effect and cultivate high-level professional talents for the society.

Research objects and methods: Two classes were randomly selected from the mechanical specialty of a higher vocational school as the research object, and the teaching effect of the two classes was evaluated by using the examination results of metallurgic and heat treatment courses of the two classes.

Research design: Among the two classes, one is class A, with 72 people. The other class is class B, with 70 people. Among them, class a adopts the improved teaching mode of metallography and heat treatment based on educational psychology. Class B adopts the traditional teaching mode of metallography and heat treatment. Three months later, the teaching effects of the two classes were compared.

Methods: The relevant data were processed and analyzed by software SPSS17.0.

Results: After teaching, the examination results of metallography and heat treatment of the students in the research group were significantly improved ($P < 0.05$). And it was significantly higher than that of the control group ($P < 0.05$). The examination results of the metallurgic and heat treatment courses of the two groups are shown in Table 1.

Table 1. Examination results of metallurgic and heat treatment courses of the two groups of students

Timing	Examination results		<i>t</i>	<i>P</i>
	Research group	Control group		
Before teaching	63.4±10.9	62.5±11.3	0.304	0.653
After teaching	86.7±11.7	73.1±10.9	6.420	0.013
<i>t</i>	6.371	4.421	-	-
<i>P</i>	0.006	0.029	-	-

Conclusions: Metallography and heat treatment course is a compulsory course for mechanical specialty in higher vocational schools, including the basic properties of metal materials, material selection of mechanical equipment, heat treatment and other related knowledge and contents, which can cultivate high-quality talents for relevant industries. This course involves a lot of theoretical knowledge and abstract concepts, and due to the limitations of teaching equipment and teaching environment, most schools lack practical teaching, resulting in poor mastery of this course and unsatisfactory learning effect. Therefore, it is necessary to reform the teaching of metallography and heat treatment based on educational psychology. Based on the theory of educational psychology, the study improved the teaching contents, teaching methods and classroom organization of metallurgic and heat treatment courses. The results showed that after teaching, the examination results of the metallurgic and heat treatment course of the students in the research group were significantly improved ($P < 0.05$). And it was significantly higher than that of the control group ($P < 0.05$). Therefore, the teaching reform of metallography and heat treatment based on educational psychology can improve the teaching effect, increase students' learning initiative, improve students' comprehensive quality, and cultivate high-level professional talents for society.

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PROTECTION AND DEVELOPMENT COUNTERMEASURES OF MINORITY MUSIC CULTURE UNDER COGNITIVE IMPAIRMENT

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Background: In the process of economic and social development, the competition is becoming more and more fierce. Therefore, many people have too much psychological pressure and suffer from social anxiety, which leads to cognitive impairment. Cognition refers to the process that the brain processes the acquired information and skills intelligently. The process of cognition, it will involve a series of complex social behaviors and activities such as learning, memory, emotion, thinking and so on. When the human cerebral cortex is damaged by various factors, the brain's intelligent processing process will be limited and abnormal, which will lead to cognitive impairment. Cognitive impairment is a pathological process involving brain function. Patients with cognitive impairment are often accompanied by learning impairment, memory impairment and aphasia, which seriously affect their daily life and reduce their quality of life. Therefore, we need to find an appropriate way to alleviate social anxiety and treat cognitive impairment. Based on cognitive psychology, this study discusses the therapeutic intervention effect of ethnic minority music culture on patients with cognitive impairment.

Cognitive psychology is a branch of psychology that began to rise in 1950. It mainly studies human advanced psychological processes, such as attention, perception and so on. The orientation of cognitive psychology focuses on the mode of thinking and reasoning by using cognition. Cognitive psychology is an important school of contemporary psychological research. It explains how people deal with information in cognitive activities. The basic principles of cognitive psychology mainly include five points: emphasizing the structural and organizational principles in the process of cognition, emphasizing the internal process, that is, the processing of symbol information, emphasizing the driving role of ideas, emphasizing the role of cognitive feedback, emphasizing the individual differences of cognitive style. Based on the analysis of cognitive psychology, we can know that the emotional transmission, cultural identity and emotional relief

function of ethnic minority music culture can have a positive effect on the cognitive function of patients with cognitive impairment, so as to alleviate the negative emotions of patients and treat cognitive impairment. Therefore, the protection and development of minority music culture can not only inherit and carry forward China's traditional intangible cultural heritage, but also be of great significance to the rehabilitation of patients with cognitive impairment. Based on the above contents, the research puts forward strategies to protect and develop the music culture of ethnic minorities, so as to provide new ways and means for the treatment of cognitive impairment.

Objective: To explore the therapeutic intervention effect of ethnic minority music culture on patients with cognitive impairment based on cognitive psychology. The emotional transmission, cultural identity and emotional relief function of ethnic minority music culture can have a positive effect on the cognitive function of patients with cognitive impairment, so as to alleviate the negative emotions of patients and treat cognitive impairment. Therefore, the research puts forward strategies to protect and develop the music culture of ethnic minorities, so as to provide new ways and means for the treatment of cognitive impairment.

Subjects and methods: 60 patients with cognitive impairment were selected as the research object. Self-rating Anxiety Scale (SAS) and Self-rating Depression Scale (SDS) were used to evaluate the emotional state of patients. The cognitive impairment of patients was evaluated by the concise Mini-mental State Examination (MMSE) and the Mental Health (MH) part of the 36-Item Short Form Survey (SF-36).

Study design: The patients were randomly divided into study group and control group, with 30 people in each group. The patients in the study group were intervened with ethnic minority music culture based on cognitive psychology; Patients in the control group received blank intervention. After 3 months, the degree of cognitive impairment and emotional state of the two groups were compared.

Methods: Using Excel software and SPSS22.0 software to process and analyze relevant data.

Results: There was no significant difference in MMSE score between the two groups before treatment ($P > 0.05$). After treatment, the MMSE scores of patients in both groups increased significantly ($P < 0.05$), and the MMSE scores of patients in the study group were significantly higher than those in the control group ($P < 0.05$), as shown in Table 1.

Table 1. MMSE scores of patients in both groups

Timing	MMSE Score		<i>t</i>	<i>P</i>
	Research group	Control group		
Before treatment	15.1±4.9	15.3±5.2	0.157	0.721
After treatment	25.0±2.8	20.3±4.7	6.417	0.028
<i>t</i>	7.263	3.214	-	-
<i>P</i>	0.001	0.035	-	-

Conclusions: Intangible culture is a dynamic culture. Every intangible cultural heritage is the inheritance and evolution of China's traditional culture, which needs everyone to protect, inherit and carry forward consciously. Minority music culture is an important intangible cultural heritage. Each kind of minority music has excellent and unique value, and together constitutes a rich and colorful music system. Based on the analysis of cognitive psychology, we can know that the emotional transmission, cultural identity and emotional relief function of ethnic minority music culture can have a positive effect on the cognitive function of patients with cognitive impairment, so as to alleviate the negative emotions of patients and treat cognitive impairment. The results showed that there was no significant difference in MMSE score between the two groups before treatment ($P > 0.05$). After treatment, the MMSE scores of patients in both groups increased significantly ($P < 0.05$), and the MMSE scores of patients in the study group were significantly higher than those in the control group ($P < 0.05$). Therefore, the research puts forward strategies to protect and develop the music culture of ethnic minorities, so as to provide new ways and means for the treatment of cognitive impairment.

Acknowledgement: The research is supported by: Social Science Foundation of Jilin Province. Project name: Research on Hezhe Music Aesthetics. No. 2020C103; Jilin Province Department of Education. Project name: Research on Minority Music Aesthetics – Take Hezhe Nationality as an Example. No. JJKH20210926SK; Chang Chun Normal University. Project name: Research on Hezhe Music Performance from the Perspective of Artistic Anthropology. No. 2020(019).

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CONSTRUCTION OF IDEOLOGICAL AND POLITICAL CONTENT AND PRACTICE SYSTEM OF NEWS AND COMMUNICATION PROFESSIONAL COURSES IN THE NEW MEDIA ERA FROM THE PERSPECTIVE OF COMMUNICATION PSYCHOLOGY

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Background: News refers to the information transmitted through newspapers, television, radio and other media. It is a special style that records social changes, disseminates timely information and reflects the characteristics of the times. Its essence is a kind of object unknown news. The journalism and communication undertaking undertakes the important responsibility of monitoring and supervising the situation of all sectors of society, inheriting culture and educating the audience. Journalism and communication major is an important way to cultivate journalism talents, so it has attracted the attention of people from all walks of life. In view of the particularity of journalism and communication, students majoring in journalism and communication must have good cultural literacy, constitutional and legal awareness, moral cultivation, political identity and family and country feelings. Therefore, the construction and practice of curriculum ideological and political education system are very important. Curriculum ideological and political education is an educational concept that takes “building morality and cultivating people” as its own task, constructs an all-round education pattern, and then complements and cooperates with other courses and ideological and political courses, so as to form a synergistic effect.

Communication psychology is a branch of psychology rising in the West in the 1940s. Its main research contents are the law of psychological activities of communicators, the law of psychological activities of information receivers, the psychological role of communication channels on communicators and information receivers, and the effectiveness analysis and selection of communication strategies. With the development of computer technology and Internet technology and the advent of the network era, the development of communication psychology also has a new direction and expansion space. The psychological changes of the audience in the network era have led to certain changes in the structure, methods, and ways of news communication. The theory of communication psychology is also developing and gradually forming an independent discipline. Nowadays, the theory of communication psychology mainly has three characteristics: paying attention to the combination of theory and practice, the development of knowledge structure from single to multiple, and the combination of qualitative and quantitative research. Based on the above contents, this paper studies and puts forward strategies to realize the construction and practice of curriculum ideological and political education system. The syllabus, task and teaching mode of the course of journalism and communication are consistent with the law and logic of the course of ideological and political education in colleges and universities, highlighting the hidden educational value of the course. In the teaching of students' knowledge and skills, we should also integrate relevant ideological and political education content into the teaching, guide students' ideological value, carry out moral education for students, and then form efficient complementarity and interaction with the ideological and political education curriculum in colleges and universities. Based on communication psychology, constructing the ideological and political system of journalism and communication courses can help students shape positive, healthy and upward ideals and beliefs, establish correct outlook on life and values, and improve students' mental health level.

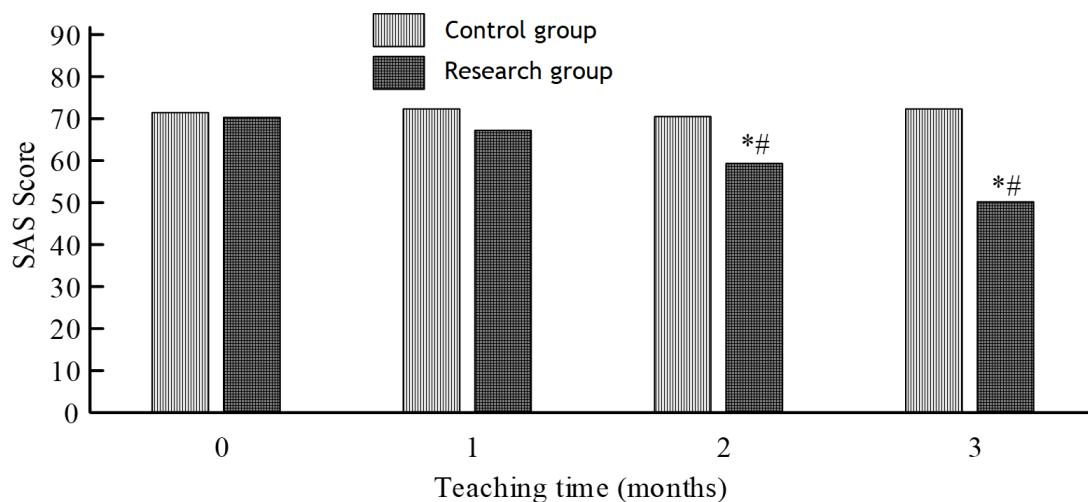
Objective: To construct the ideological and political system of journalism and communication courses based on communication psychology, which can help students shape positive, healthy and upward ideals and beliefs, establish correct outlook on life and values, and improve students' mental health levels.

Research objects and methods: In a university, 100 students majoring in journalism and communication were selected as the research objects. Self-rating Anxiety Scale (SAS) was used to evaluate students' mental health. The teaching effect of the curriculum ideological and political system is evaluated by using the students' professional course scores and ideological and political education course scores.

Research design: Students were randomly divided into research group and control group, with 50 students in each group. The students in the research group used the curriculum ideological and political teaching system for teaching. The students in the control group were taught with the traditional teaching system. Three months later, the mental health level and teaching effect of the two groups were compared.

Methods: The relevant data were processed and analyzed by software SPSS23.0.

Results: After teaching, the SAS score of the students in the research group was higher than that of the control group, and the difference was significant ($P < 0.05$), as shown in Figure 1.



Note: * It means $P < 0.05$ compared with that before the test; # It means that compared with the control group at the same time, $P < 0.05$.

Figure 1. Choice anxiety of two groups of consumers

Conclusions: In view of the particularity of journalism and communication, students majoring in journalism and communication must have good cultural literacy, constitutional and legal awareness, moral cultivation, political identity and family and country feelings. Therefore, the construction and practice of curriculum ideological and political education system is very important. This paper studies the construction of the ideological and political system of journalism and communication courses based on communication psychology. The experimental results show that after teaching, the SAS score of students in the research group is higher than that of students in the control group, and the difference is significant ($P < 0.05$). Therefore, the construction of ideological and political system of journalism and communication courses based on communication psychology can help students shape positive, healthy and upward ideals and beliefs, establish correct outlook on life and values, and improve students' mental health level.

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THE CONSTRUCTION OF HIGH-QUALITY TEACHERS IN VOCATIONAL EDUCATION UNDER THE BACKGROUND OF COGNITIVE IMPAIRMENT

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Background: Vocational education is an important part of China's education. It is also an important way to cultivate diversified talents, inherit technical skills, and promote employment and entrepreneurship. The quality of teachers in some vocational schools is poor, which leads to the unsatisfactory academic performance and practical ability of students. Therefore, some students are worried about the dual pressure of study and future employment. They have too much psychological pressure and a backlog of negative emotions, resulting in psychological diseases such as anxiety and depression. When mental illness cannot be alleviated for a long time, it will lead to the damage of students' cerebral cortex, which will lead to cognitive impairment. Cognitive impairment is a pathological process involving brain function. Patients with cognitive impairment are often accompanied by learning impairment, memory impairment and aphasia, which seriously affect their daily life and reduce their quality of life. Therefore, we need to find an appropriate way to improve the quality of teachers in vocational schools, so as to improve the teaching quality of vocational education, improve students' performance and practical ability, alleviate students' negative emotions, and avoid students suffering from cognitive impairment.

Educational psychology is a psychological theory put forward for teaching reform. It has important

theoretical and practical significance in deepening the reform of education. Educational psychology theory is more complex, including learning theory, learning motivation, learning strategies, learning styles, learning transfer, network and learning, learning and teachers and so on. The main research content of educational psychology is the change and development law of students' psychological activities under the relief of education, including the psychological law of students' mastering knowledge and skills and the psychological law of students' personality formation. The application of educational psychology in teaching can help teachers analyze students' behavior psychology, help students dredge psychological problems, improve the pertinence and effectiveness of teaching work, optimize teaching ideas, and improve teaching methods and teaching modes. Therefore, the research is based on educational psychology to build a high-quality teaching staff of vocational education, improve the teaching quality of vocational education, improve students' performance and practical ability, alleviate students' negative emotions, and then avoid students suffering from cognitive impairment.

Objective: The quality of teachers in some vocational schools is poor. Out of concern about the dual pressure of study and future employment, students have too much psychological pressure and a backlog of negative emotions, resulting in cognitive impairment. The research is based on educational psychology to build a high-quality teaching staff of vocational education, improve the teaching quality of vocational education, improve students' performance and practical ability, alleviate students' negative emotions, and then avoid students suffering from cognitive impairment.

Research objects and methods: 200 students were selected from a vocational school. Self-rating Anxiety Scale (SAS) was used to evaluate the mental health status of students. The Mental Health (MH) part of the Quality-of-Life Questionnaire (SF-36) was used to evaluate the degree of cognitive impairment. Using students' professional course results to evaluate the teaching effect.

Research design: Using the random number table method, the two groups of students were randomly divided into research group and control group, with 30 people in each group. Among them, the students in the research group use high-quality teachers based on the construction of educational psychology to teach. The students in the control group used the original teaching staff for teaching. After a period of time, the mental health status, cognitive impairment and academic performance of the two groups were compared.

Methods: The relevant data were processed and analyzed by software SPSS23.0.

Results: After teaching, the anxiety and cognitive impairment of the students in the study group were significantly lower than those in the control group ($P < 0.05$). The results were significantly higher than those of the control group ($P < 0.05$). The scores of the two groups of students are shown in Figure 1.

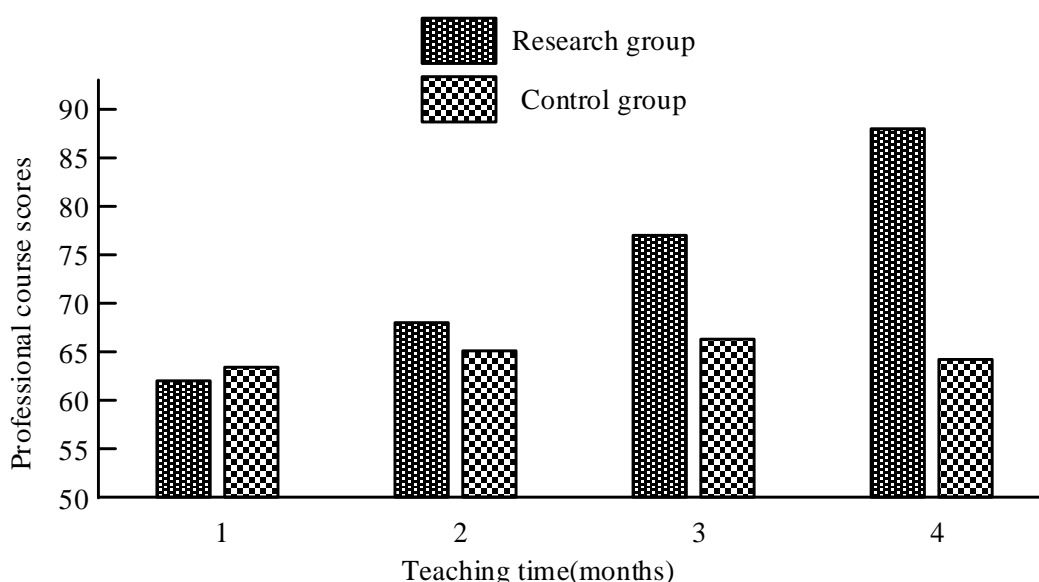


Figure.1 Results of two groups of students

Conclusions: Vocational education is not only an important part of China's education, but also an important way to cultivate diversified talents, inherit technical skills, and promote employment and entrepreneurship. The poor quality of teachers in some vocational schools leads to students' unsatisfactory academic performance and practical ability, and suffering from anxiety and cognitive impairment under excessive psychological pressure. The research is based on educational psychology to build a high-quality teaching staff of vocational education and improve the teaching quality of vocational education. The results showed that after teaching, the anxiety and cognitive impairment of the students in the study group were

significantly lower than those in the control group ($P < 0.05$). The results were significantly higher than those of the control group ($P < 0.05$). Therefore, the construction of high-quality teachers of vocational education based on educational psychology can improve students' performance and practical ability, alleviate students' negative emotions, and then avoid students suffering from cognitive impairment.

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ON THE AESTHETIC APPROACH OF SHORT VIDEO FROM THE PERSPECTIVE OF FILM AESTHETICS UNDER THE BACKGROUND OF MASS PSYCHOLOGY

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Background: in recent years, with the accelerating process of economic globalization, people's pace of life is getting faster and faster, and the competition in society, work and study is becoming more and more intense. Many people have mental health problems, which are more likely to be overwhelmed by pressure and produce negative emotions. The long-term backlog of negative emotions leads to teenagers suffering from mental anxiety disorder. The objective purpose of anxiety is to guide people how to quickly take various measures and urgently mobilize various value resources, so as to effectively prevent the serious deterioration of the value characteristics of real or future things and make them develop in a favorable direction. However, excessive anxiety will form emotional or physiological diseases, which will seriously damage the physical and mental health of patients. Therefore, we need to find an appropriate way to imperceptibly improve the public's mental health level, alleviate the public's negative emotions, and then alleviate the public's mental anxiety disorder.

With the progress of Internet technology, the rise of short video has gradually become the main way of entertainment for the public, which can help the public alleviate their negative emotions. But now many short videos are relatively vulgar, aesthetic value is not high, and the therapeutic effect on anxiety patients is not significant. Design psychology is a kind of popular psychology, which can analyze people's psychological state and psychological needs, and apply the analysis results to art design. In addition, design psychology also studies the psychological changes of designers in the design process and the psychological impact of design works on social groups and social individuals, and applies these to art design, so that art design can more intuitively and appropriately reflect the psychology and emotion of the audience, so as to meet the psychological and aesthetic needs of the audience. Design psychology contains many contents, including visual design, color psychology, consumer psychology, product design, environmental design, personality tendency, hierarchical demand and so on. Based on the theory of design psychology, it can enhance the aesthetic value of short videos from the perspective of film aesthetics, and then deliver more high-quality value output and emotional expression to the public. Finally, it can alleviate the negative emotions of the public, treat psychological diseases such as anxiety and depression, and contribute to the construction of a harmonious society.

Objective: People's pace of life is getting faster and faster, and the competition in society, work and study are becoming more and more fierce. Many people have problems with their mental health. The short video has become the main form of entertainment for the public, which can help the public alleviate their negative emotions. But now many short videos are relatively vulgar, aesthetic value is not high, and the therapeutic effect on anxiety patients is not significant. The research is based on the theory of design psychology to improve the aesthetic value of short videos, so as to alleviate the negative emotions of the audience, and to treat psychological diseases such as anxiety and depression.

Research objects and methods: 80 students with different degrees of anxiety were randomly selected from a university as the research objects. Self-rating Anxiety Scale (SAS), Self-rating Depression Scale (SDS) and Hospital Anxiety and Depression Scale (HADS) were used to evaluate the mental health status of students.

Research design: 80 students were randomly divided into research group and control group with 40 people in each group. Among them, the students in the research group watch short videos based on design psychology to improve aesthetic value for 20 minutes every day, and the students in the control group watch general short videos for 20 minutes every day. After a period of time, the mental health status of the two groups of students was compared.

Methods: The relevant data were processed and analyzed by software SPSS23.0.

Results: After teaching, the SAS score, SDS score and HADS score of children in the study group were lower than those in the control group, and the difference was significant ($P < 0.05$). The SAS scores of the

two groups of students are shown in Figure 1.

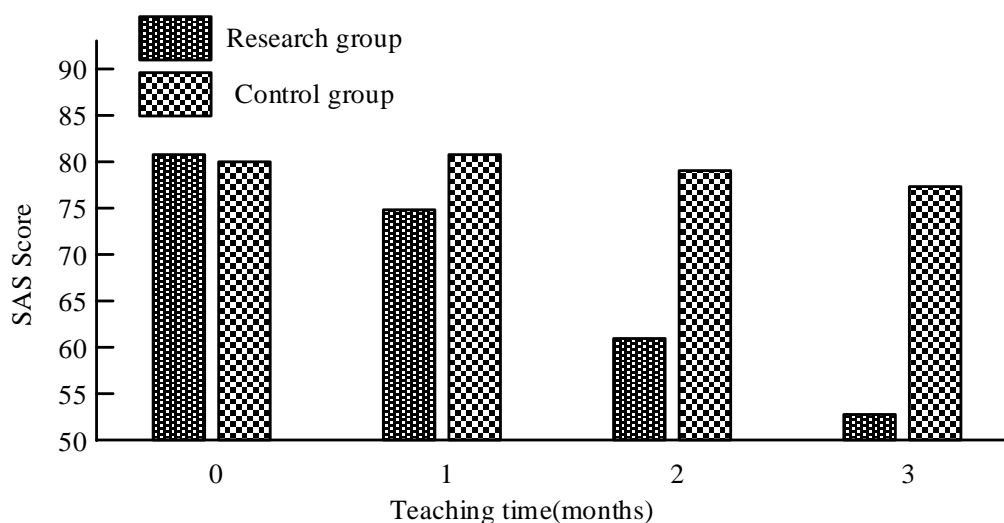


Figure 1. SAS scores of two groups of students

Conclusions: In recent years, with the accelerating process of economic globalization, people's pace of life is getting faster and faster, and the competition in society, work and study is becoming more and more fierce. Under the huge competitive pressure, some people suffer from anxiety symptoms, which affect their daily life and study. With the progress of Internet technology, the rise of short video has gradually become the main way of entertainment for the public, which can help the public alleviate their negative emotions. But now many short videos are relatively vulgar, aesthetic value is not high, and the therapeutic effect on anxiety patients is not significant. Based on the theory of design psychology, the research improves the aesthetic value of short video from the perspective of film aesthetics, and then transmits more high-quality value output and emotional expression to the public. The results showed that after teaching, the SAS score, SDS score and HADS score of children in the study group were lower than those in the control group, and the difference was significant ($P < 0.05$). Therefore, integrating the theory of design psychology into the short video can effectively improve the aesthetic value of the short video, and finally alleviate the public's negative emotions, treat the public's anxiety, depression and other mental diseases, and contribute to the construction of a harmonious society.

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EVALUATION MODEL OF ADVERTISING COMMUNICATION EFFECT BASED ON SOCIAL PSYCHOLOGY AND ITS APPLICATION

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Background: Advertising communication effect refers to the impact of advertising on the audience's psychology, behavior, understanding and memory. Therefore, the evaluation of broadcasting communication effect is very important. The traditional evaluation methods of advertising communication effect are inefficient, time-consuming and heavy workload. The staff are often unable to get accurate results within the specified time, so they have great psychological pressure. In addition, the evaluation of radio communication effect is relatively boring, and the staff often have negative emotions such as irritability and anxiety. Over time, negative emotions cannot be alleviated, which will lead to psychological diseases such as anxiety and depression, affect the physical and mental health of staff, affect daily life and work, and have a negative and negative impact on individuals and enterprises. Therefore, we need to find a fast, efficient and convenient evaluation method of advertising communication effect to improve work efficiency, alleviate the negative emotions of staff, and then treat the anxiety and depression of staff.

Social psychology is a branch of psychology, which mainly studies the occurrence and change law of psychology and behavior of individuals and groups in social interaction, and discusses interpersonal relations at the individual level and social group level, including group communication structure, group norms and so

on. Social psychology is generally divided into three fields: individual process, interpersonal process and group process. Among them, individual process involves individual attitude, personal perception and self-consciousness, as well as the change law of individual personality development and social development. Interpersonal process is to explore the interpersonal relationship between individuals and the impact of interpersonal relationship on individual psychology. Group process studies individual psychology and behavior law from the perspective of macro environment, including the psychological impact of group and organization on individual and the psychological impact of surrounding environment on individual. Based on the theory of social psychology, this study discusses the psychological impact of advertising communication on the audience in all aspects, and then constructs the evaluation model of advertising communication effect. The evaluation model of advertising communication effect can quickly and accurately complete the evaluation of advertising communication effect, greatly improve work efficiency, reduce workload, and then alleviate the anxiety and depression of staff.

Objective: The evaluation of radio communication effect is relatively boring. Staff often have negative emotions such as irritability and anxiety, which leads to staff suffering from psychological diseases such as anxiety and depression, which affects the physical and mental health of staff, as well as their daily life and work. Based on the theory of social psychology, this study constructs an advertising communication effect evaluation model to improve work efficiency and reduce workload, so as to alleviate the anxiety and depression of staff.

Research objects and methods: In 21 advertising companies in C City, 60 patients with varying degrees of anxiety engaged in the evaluation of advertising communication effect were selected as the research objects. Self-rating Anxiety Scale (SAS), Self-rating Depression Scale (SDS) and Hospital Anxiety and Depression Scale (HADS) were used to evaluate the mental health status of patients.

Study design: 60 patients were randomly divided into study group and control group with 30 people in each group. The patients in the study group used the advertising communication effect evaluation model based on social psychology to work. The patients in the control group used the traditional method to work. After a period of time, the mental health status of the two groups was compared.

Methods: The relevant data were processed and analyzed by software SPSS23.0.

Results: After a period of work, the SAS score, SDS score and HADS score of patients in the study group were significantly lower than those in the control group ($P < 0.05$). The SAS scores of the two groups are shown in Figure 1.

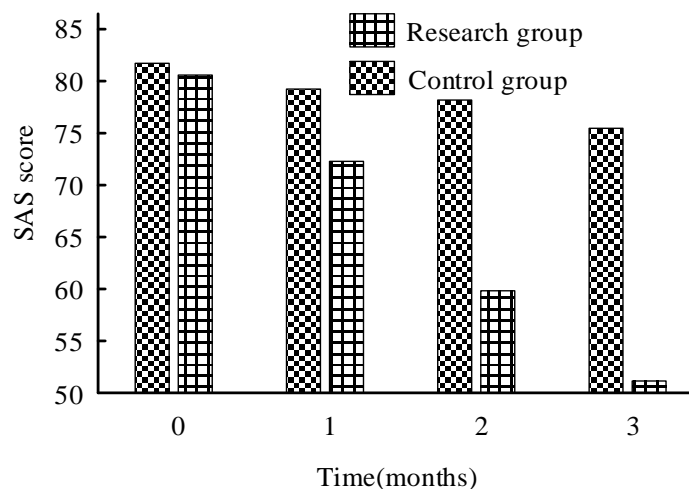


Figure 1. SAS scores of patients in both groups

Conclusions: The traditional evaluation methods of advertising communication effect are inefficient, time-consuming and heavy workload. The staff often cannot get accurate results within the specified time. Therefore, they are under great psychological pressure and are prone to negative emotions, which eventually leads to psychological diseases such as anxiety and depression. Based on the theory of social psychology, this study discusses the psychological impact of advertising communication on the audience in all aspects, and then constructs an evaluation model of advertising communication effect, so as to improve work efficiency and reduce workload. The results showed that after a period of work, the SAS score, SDS score and HADS score of patients in the study group were lower than those in the control group, and the difference was significant ($P < 0.05$). Therefore, the construction of advertising communication effect evaluation model based on social psychology theory can improve work efficiency, reduce workload, and then alleviate the anxiety and depression of staff.

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THE IMPACT OF NIGHT ECONOMIC DEVELOPMENT ON “NEW” CONSUMERS’ PSYCHOLOGY AND BEHAVIOR IN DAWAN DISTRICT OF GUANGDONG, HONG KONG AND MACAO FROM THE PERSPECTIVE OF FINANCE AND TAXATION

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Background: In the process of rapid economic and social development, people’s pace of life has become faster and faster, and they are facing more and more pressures, such as work pressure, competition pressure, family pressure and loan pressure. In this case, modern people are prone to psychological imbalance and suffer from psychological diseases, such as anxiety, depression, cognitive impairment and so on. In order to alleviate their negative emotions, many people will choose an appropriate way to relax after work to release pressure and regulate their emotions and state. Night economy is an economic development model based on consumption, which is closely related to residents’ consumption behavior and consumption psychology. At the same time, it is also an important way to release residents’ psychological pressure and environmental anxiety.

Consumer psychology is a subject that studies the law of consumers’ consumption decision-making psychology and consumption behavior. Its core idea is to take consumers as the core, provide consumers with high-quality products and services, and promote consumers to carry out consumption behavior. Consumer psychology mainly studies the psychological phenomena and behavior laws of consumers in consumption activities. Its purpose is to study the laws of psychological activities and individual psychological characteristics in the process of daily consumption and daily purchase behavior. In the theory of consumer psychology, it is believed that consumers have a series of complex psychology in the process of making purchase decisions, such as seeking truth, beauty, convenience, comparison, preference, conformity, pride, possession, preservation, nostalgia, love to take advantage, fear of regret and so on. Guangdong Hong Kong Macao Great Bay area is a hub connecting domestic circulation and international circulation. There are many fiscal and tax preferential policies, and the nighttime economy also develops rapidly. Based on consumer psychology, this study discusses the therapeutic effect of the night economic development of Guangdong, Hong Kong and Macao on consumers’ anxiety from many aspects, provides a new way for the release of pressure and anxiety relief of urban residents, and also promotes the night economic development of Guangdong, Hong Kong and Macao.

Objective: Modern people are easy to suffer from psychological imbalance and mental diseases, such as anxiety, depression, cognitive impairment and so on. Based on consumer psychology, this study discusses the therapeutic effect of night economic development on consumers’ anxiety in Dawan District of Guangdong, Hong Kong and Macao from many aspects, so as to provide a new way for urban residents to release pressure and alleviate anxiety.

Research objects and methods: 80 anxiety patients who had never spent money at night were selected as the research objects in a third-class hospital. Self-rating Anxiety Scale (SAS), Self-rating Depression Scale (SDS) and Hospital Anxiety and Depression Scale (HADS) were used to evaluate the mental health status of patients.

Study design: Using random number table method, 80 patients were randomly divided into study group and control group, with 40 people in each group. In addition to routine treatment, the patients in the study group are recommended to spend money at night in the Dawan District of Guangdong, Hong Kong and Macao every day to release the pressure. The patients in the control group were only treated with routine treatment. After a period of time, the mental health status of the two groups was compared.

Methods: The relevant data were processed and analyzed by software SPSS23.0.

Results: After a period of time, the SAS score, SDS score and HADS score of patients in the study group were significantly lower than those in the control group ($P < 0.05$). The SDS scores of the two groups are shown in Table 1.

Conclusions: In the process of rapid economic and social development, people’s pace of life has become faster and faster, and they are facing more and more pressure. Therefore, they are very prone to mental diseases, such as anxiety, depression, cognitive impairment and so on. Based on consumer psychology, this study discusses the therapeutic effect of the night economic development of Guangdong, Hong Kong and Macao on consumers’ anxiety from many aspects, provides a new way for the release of pressure and anxiety relief of urban residents, and also promotes the night economic development of Guangdong, Hong

Kong and Macao. The results showed that after a period of time, the SAS score, SDS score and HADS score of patients in the study group were significantly lower than those in the control group ($P < 0.05$). The above results show that the nighttime economic development of Guangdong, Hong Kong and Macao Dawan district plays an important role in the stress release and anxiety treatment of urban residents.

Table 1. SAS scores of two groups of patients

Timing	SDS scores		<i>t</i>	<i>P</i>
	Research group	Control group		
Before intervention	72.2±12.3	71.5±13.1	0.304	0.653
After Intervention	52.6±6.7	62.5±7.9	4.420	0.013
<i>t</i>	7.371	6.421	-	-
<i>P</i>	0.000	0.09	-	-

Acknowledgement: This paper is the research result of the 2021 Guangdong Social Science Planning Fund Project “Research on the Development Path of New Consumption Forms of Residents in the Guangdong-Hong Kong-Macao Greater Bay Area from the Perspective of Finance and Taxation” (No. GD21CYJ27). It is also the research result of the 2021 Scientific Research Planning Project of Guangzhou Institute of Applied Science and Technology (No. GzykjXY2021-04).

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THINKING MODE OF CULTIVATING STUDENTS WITH THINKING LOGIC OBSTACLES IN OIL PAINTING TEACHING IN COLLEGES AND UNIVERSITIES

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Background: Thinking is the reaction and generalization of human brain to objective things. Individual thinking includes image, logic and epiphany. Among them, logical thinking is an advanced form of thinking. Logical thinking refers to a way of thinking formed by individual judgment and reasoning in the process of cognition. It is an abstract response to objective reality. It has strong abstract characteristics and reveals the essential attributes of things. Students’ thinking logic obstacles are mainly caused by three reasons: concept, appearance and tool. Students’ cognition of the connotation and extension of things is relatively vague, and they cannot grasp the essential attribute characteristics and core connotation of things, resulting in thinking logic obstacles to the concept of things. Due to the lack or interference of the representation of things, students may also have thinking logic obstacles. Students fail to rebuild the image of objective things in the process of learning, and do not establish the correct things in their mind. It is difficult for the representation to connect the connotation of things with the representation, so as to form thinking logic obstacles. And in the process of cognitive learning, students cannot establish a reasonable thinking model, which may also lead to thinking logic obstacles.

Oil painting is a foreign art form introduced from western countries. It has a short development time in China. China’s oil painting technology is slightly backward. The understanding and technical development speed of oil painting. Therefore, it is necessary to reform the oil painting teaching system and system in colleges and universities, strengthen the innovative education in oil painting art teaching in colleges and universities, and drive the further upgrading of China’s oil painting industry through the innovative development of oil painting. In recent years, China’s oil painting industry has made some achievements, but the cultivation of innovative thinking in oil painting needs to be strengthened. Colleges and universities are required to actively adjust the existing oil painting art teaching mode, emphasize the cultivation of students’ creative thinking in oil painting art teaching, and stimulate students’ enthusiasm and enthusiasm for optimization and creation.

Objective: To study and analyze the current situation of oil painting teaching in colleges and universities, understand the problems existing in oil painting art teaching in colleges and universities, promote the innovation education reform of oil painting art teaching in colleges and universities, and find a reasonable and scientific creative thinking teaching mode of oil painting art on this basis. Through the reform and upgrading of the teaching mode of oil painting art in colleges and universities, the research hopes to cultivate the thinking mode of students with thinking logic obstacles and enhance the learning ability and

efficiency of students with thinking logic obstacles through the education of creative thinking of oil painting art in colleges and universities.

Research design: Through the combination of questionnaire survey and comparative experiment, this study understands the current situation of oil painting art teaching in colleges and universities, analyzes the shortcomings of oil painting art teaching in colleges and universities, and excavates the optimization direction and path of oil painting art teaching reform in colleges and universities, so as to provide help to improve students' thinking logic obstacles. Combined with the questionnaire, this study analyzes the role of optimizing the cultivation of creative thinking in improving the thinking mode of students with thinking logic obstacles from the perspectives of grasping the essence of concepts, constructing the image of things and establishing the thinking model. The research uses the way of comparative experiment to understand the treatment effect of the new college oil painting art teaching mode on the students with thinking logic disorder. Through the comparison of the grades of thinking logic disorder between the experimental group and the control group, it studies the application role of oil painting creative thinking training in the cultivation of thinking mode of students with thinking logic disorder.

Results: The effect of creative thinking training on improving the thinking mode of students with thinking logic disorder is shown in Table 1. The cultivation of creative thinking in oil painting has important improvement value for students with thinking logic disorder in the construction of essential concept, object image and thinking model.

Table 1. The role of creative thinking training in improving the thinking mode of students with thinking logic obstacles

Survey object	Freshman	Sophomore	Junior	Senior
Grasp the essence of concept	4	3	4	4
Construction of object image	3	4	3	3
Establishment of thinking model	4	4	3	3

Conclusions: Through the cultivation of students' creative thinking in oil painting, improve the thinking mode of students with thinking logic obstacles, require colleges and universities to reform the teaching mode of oil painting art, combined with the cultivation of students' divergent thinking, and inspire students' creative quality from many aspects. Moreover, colleges and universities can take a variety of auxiliary tools in oil painting teaching to help students establish the image feature model of objective things, change the appearance of things through a variety of auxiliary means, and exercise the image connection ability of students with thinking logic obstacles to art forms.

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INTEGRATION OF CHINESE TRADITIONAL MUSIC AND COLLEGE MUSIC EDUCATION UNDER MUSIC AESTHETIC PSYCHOLOGY

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Background: Perception is an individual's comprehensive stimulus response to the representation of objective things. It is a more advanced perceptual feature formed on the basis of feeling. The individual music aesthetic perception is the psychological stimulus response of the value object to the specific music phenomenon in the process of music aesthetic practice. When individuals appreciate specific music works, under the comprehensive action of aesthetic perception and rational thinking, individuals will produce emotional associations from the aesthetic perception of music works and obtain individual different aesthetic experience. When the aesthetic experience obtained by individuals from music works is consistent with their emotional needs, individuals will obtain positive music aesthetic emotional experience, so as to achieve the purpose of helping individuals relax their body and mind. Music aesthetic psychology takes individual music aesthetic perception psychology as the research object, organically integrates the theoretical knowledge of music psychology, aesthetic psychology and music aesthetics, analyzes the changing characteristics of individual psychological activities in the process of music appreciation, and studies the internal development law of individual music aesthetic psychological activities.

The quality of music education in colleges and universities is directly related to the practical effect of music education in colleges and universities. Music education in colleges and universities is also one of the

effective ways to inherit Chinese traditional music. Using the art theory of western music, this paper examines Chinese traditional music art from a new perspective, excavates the entry point and connection point between Chinese traditional music art and the development of the times, and provides reference for promoting the development and inheritance of Chinese traditional music art in modern society. In order to realize the innovative integration of Chinese traditional music art and music education in colleges and universities, we need to make an in-depth analysis of the two. Under the guidance of music aesthetic psychology theory, we need to analyze the characteristics and laws of students' psychological changes when appreciating Chinese traditional music, and explore the internal relationship between Chinese traditional music and music education in colleges and universities, so as to put forward the integration and innovation path of Chinese traditional music and college music.

Objective: To analyze the connotation of Chinese traditional music and music education in colleges and universities, understand the interaction between Chinese traditional music and music education in colleges and universities, and explore the impact of the new music education mode integrating Chinese traditional music on the aesthetic cognitive ability of music students, so as to provide help for improving the aesthetic cognitive level of music students in colleges and universities, promote the integration and innovative development of Chinese traditional music and music education in colleges and universities.

Study design: This study uses logistic regression analysis to analyze the correlation between college music education integrating Chinese traditional music and the aesthetic cognitive level of music majors. Starting from the internal relationship between Chinese traditional music and college music education, this paper explores the effect of the integrated development of Chinese traditional music and college music education on college students' music aesthetics. On this basis, it puts forward the reform path of the integration of Chinese traditional music and college music education.

Results: The correlation analysis results of college music education integrating Chinese traditional music and the aesthetic cognitive level of music majors are shown in Figure 1. The aesthetic cognitive level of music majors increases with the integration of Chinese traditional music and college music education, and the two show a significant positive correlation. It proves that the integrated development of Chinese traditional music and music education in colleges and universities can effectively promote the aesthetic cognition level of music majors.

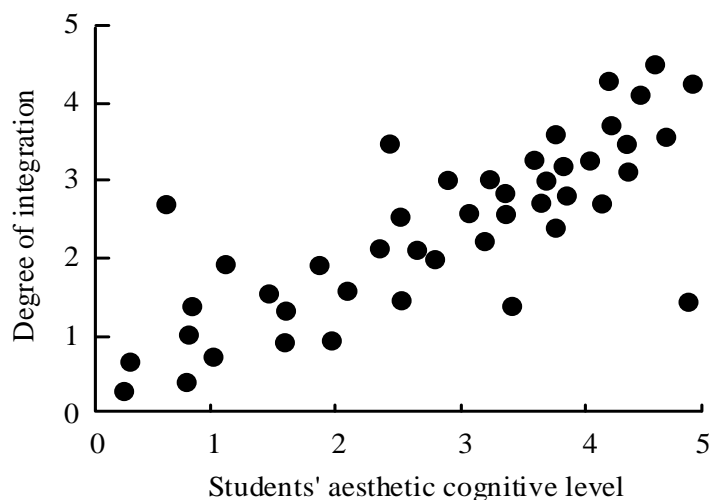


Figure 1. Results of correlation analysis between college music education integrating Chinese traditional music and students' aesthetic cognition

Conclusions: Chinese traditional music art is the treasure of Chinese excellent traditional culture and the artistic expression form of national spirit and culture. The combination of Chinese traditional music art and college music education to realize the coordinated and innovative development of the two can effectively realize the publicity and development of Chinese traditional music art, improve the quality level of college music education and enrich college music education resources. Integrating Chinese traditional music elements into college music education can effectively improve the level richness of college music education resources and expand the aesthetic coverage of college music education, which is of great value to improve the music aesthetic cognition level of college music majors. For the organic integration of Chinese traditional music and college music education, the pilot work of a new model of traditional music teaching can be carried out by inviting well-known music experts to guide and teach. Colleges and universities should also summarize the teaching experience, analyze the practical experience of the new teaching mode of the coordinated development of Chinese traditional music and college music education,

and adjust the problems existing in the new teaching mode in time.

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ON THE PROFESSIONAL DEVELOPMENT MODEL OF COLLEGE ENGLISH TEACHERS BASED ON EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology is an interdisciplinary field between pedagogy and psychology. Educational psychology integrates pedagogical theory and psychological theory, analyzes the characteristics of educational subjects' psychological activities in the process of teaching practice, and discusses the internal laws of teachers' and students' psychological activities in the process of teaching. Educational psychology extends the theoretical basis of psychology to the field of educational application, and takes psychological theory as the basis to guide the implementation and development of educational activities. In recent years, due to the needs of social development, educational development is constantly updating and iterating, and the tasks of educational psychology are increasing. Therefore, the scope of research objects of educational psychology is also expanding. In the early stage of the development of educational psychology, educational psychology paid more attention to the research of students' learning psychology and learning rate, and focused on the cultivation of students' knowledge. With the transformation of the concept of social education, education is not only the indoctrination of knowledge, but also shoulder the role of cultivating students' moral behavior and aesthetic emotion. Therefore, the research scope of educational psychology is also expanded from knowledge teaching to students' mental health and moral cultivation.

Under the traditional college English teaching mode, teachers often ignore students' psychological and emotional factors in the teaching process, only pay attention to the teaching of English knowledge, and ignore the impact of students' psychological factors on their learning ability and efficiency. As one of the main bodies of the educational process, teachers play an important role in the teaching process. Teachers should fully consider every part of teaching practice in the teaching process, including students' psychological and emotional factors in the process of receiving education. Therefore, under the guidance of educational psychology, teachers should reform the college English teaching mode, optimize their own English teaching methods and promote the professional development of college English teachers.

Objective: Based on the theory of educational psychology, this study analyzes the current situation of college English teaching, explores the problems existing in college English teaching mode, and puts forward the direction and path of college English teaching mode reform. Under the guidance of educational psychology theory, this study analyzes the importance of students' psychological and emotional factors in the process of education, discusses the impact of students' psychological and emotional factors on their learning ability and learning efficiency, excavates the value of students' psychological and emotional factors in college English teaching, and provides help for the professional development of college English teachers.

Research design: This paper studies and counts the current English learning situation of 300 college English majors, and analyzes the problems existing in college English teaching mode. This paper uses the fuzzy comprehensive evaluation method to obtain the students' psychological and emotional factors affecting college English teaching, analyzes the importance of students' psychological and emotional factors, deeply excavates the value and significance of students' psychological and emotional factors to college English teaching reform, and puts forward the direction and strategy of college English teaching reform. It also puts forward some suggestions on the professional development model of college English teachers.

Results: The evaluation results of the path of college English teachers' professional development model are shown in Table 1. The respondents have a high overall score on the three directions of college English teachers' professional development: optimizing teaching ideas, creating a learning atmosphere and reflecting on teaching behavior.

Conclusions: To promote the professional development of college English teachers, college English teachers are required to change the traditional English teaching ideas and teachers' beliefs, actively participate in teachers' professional skills training, and learn from others' teaching experience and skills. Moreover, college English teachers should comprehensively use the theory of educational psychology in teaching practice, pay attention to the students' learning emotional factors in the teaching process, and

create a good English learning atmosphere and environment for students. College teachers should also timely adjust their own teaching plans and arrangements according to the characteristics and needs of students, cultivate students' learning emotion through various means, stimulate students' interest and enthusiasm in learning English knowledge, and enhance students' learning motivation. In the process of teaching, teachers should fully recognize their intermediary role, emphasize the dominant position of students in the process of English learning, help students establish English learning cognition, and help students learn to think and learn independently. After the end of teaching activities, teachers should also reflect and summarize their teaching behavior, review the whole process of teaching practice, deeply analyze the deficiencies and deficiencies in the teaching process, and promote the improvement of their professional skills.

Table 1. Evaluation results of the path of college English teachers' professional development model

Survey object	Freshman	Sophomore	Junior	Senior
Optimize teaching philosophy	3	4	4	4
Create a learning atmosphere	4	3	4	3
Reflective teaching behavior	3	4	3	4

Acknowledgements: The research is supported by: The Scientific Research Project of Hunan Education Department in 2020 "An Empirical Study of the New TEM4 Backwash Effect from the Perspective of Testing Science" (No. 20C0578), and the Research Project on Teaching Reform in Ordinary Institutions of Higher Learning of Hunan Province; Research and Practice on the Construction of "Curriculum Ideology and Politics" in Language and Culture Courses from the Perspective of Cultural Confidence: A Case study of Intercultural Communication (No. HNJG-2020-1075).

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LABOR RIGHTS AND TANGLED LEGAL PROTECTION OF PATIENTS WITH MENTAL DISORDERS

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Background: Since the reform and opening up, China's economy has developed rapidly. On the one hand, the guidelines of national leaders are correct, on the other hand, the labor security provided by the working people. From the macro point of view, economic development is brought about by the continuous optimization of the economic market, but from the micro point of view, the optimization and integration of economic resources of various regional industries are inseparable from the working people in the regional industries. However, in real life, most working people are not properly resettled, and the treatment without human rights received by patients with mental disorders is more obvious. Mental disorder refers to the disorder of various functions of the body caused by brain damage. Patients with mental disorder will have great obstacles in cognition and communication, which are often manifested in external symptoms such as unreasonable behavior and words. Some patients with severe mental disorders even have hallucinations, and eventually their consciousness gradually declines. What's more, they have mental deterioration and severe mental disorders such as schizophrenia. However, it has to be mentioned that most patients with mental disorders do not think they have mental disorders, which leads to few patients with mental disorders who actively seek medical treatment, resulting in an increasing number of patients with serious mental disorders in the society.

In order to protect the legitimate rights and interests of patients with mental disorders, China has formulated special requirements for their actual capacity in a number of laws and regulations, and the more significant laws and regulations are reflected in the labor rights of patients with mental disorders. In China's labor rights for patients with mental disorders, it is said that for the working people with mental disorders, the legal protection of their personality rights has effectively stopped some enterprises from violating the personality of patients with mental disorders. If the working people with mental disorders still belong to workers, workers should enjoy fair and equal social welfare security. Moreover, in the labor security of mental illness, it is also proposed that the working people also enjoy the same labor income as other working people, and should not have labor entanglement. It is also necessary to meet the right to know of patients with mental disorders, ensure that the human rights of mental disorders know their labor

protection in the process of labor, and avoid labor entanglement. However, it is worth noting that there are still some unclear judgment standards for mental disorders in China's labor law, so there are omissions in the protection of the rights of some workers with mental disorders. Therefore, in order to protect the basic labor rights of patients with mental disorders, it is necessary to summarize the problems existing in the labor law and learn from the relevant provisions of other legal protection, so as to provide theoretical reference for the protection of labor rights of patients with mental disorders.

Objective: To explore the legal protection of labor rights and labor entanglement of patients with mental disorders, and put forward relevant suggestions to ensure that the basic rights and interests of patients with mental disorders are protected, so as to provide development support for the development of harmonious society in China.

Study design: Using the literature method, this paper summarizes the labor rights of working patients with mental disorders proposed in recent 10 years, extracts the legal protection regulations of working patients with mental disorders from a large number of other laws and regulations, extracts the relevant provisions worthy of reference, and puts forward suggestions on the labor rights and tangled legal protection of working patients with mental disorders.

Results: Three suggestions are put forward from the previous literature. First, appropriately restrict the rights of patients with mental disorders, and restrict other rights and interests of patients with mental disorders, such as the right to freedom, while ensuring that the labor rights of patients with mental disorders remain unchanged, so as to avoid wounding events of patients with mental disorders. The second point is that no protective measures have been formulated for patients with mental disorders, including the establishment of guardians and other measures, in order to ensure that the rights and interests of patients with mental disorders can be reflected at the first time. The third point is to improve the relevant laws and regulations for patients with mental disorders, including improving the definition of mental patients to ensure that laws and regulations can cover every patient with mental disorders. The impact of the three suggestions on the labor rights and entanglement of patients with mental disorders is shown in Table 1.

Table 1. Impact of relevant suggestions on mental disorders

Project	Patient restrictions	Patient protection	Improve laws and regulations
Mental disorder	4	4	4

Conclusions: Workers with mental disorders are part of many working people in China. To protect the relevant rights of workers with mental disorders is to protect the relevant rights of working people. It is of positive significance to obtain the current situation of the rights of working people with mental disorders through literature law, analyze the existing problems, and improve the labor rights of patients with mental disorders with the help of other relevant laws and regulations. In addition, while providing labor protection for patients with mental disorders, it is also necessary to restrict their rights to ensure that patients will not have dangerous behaviors under the influence of restrictions.

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ANALYSIS OF THE INFLUENCE OF APPLIED LINGUISTICS ON THE EXPRESSION ABILITY OF STUDENTS WITH THINKING LOGIC DISORDER

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Background: In the process of students' growth, their ideological cognition is also in a state of continuous growth. In the growth of students' ideological cognition, they receive a variety of information, but there will be deviations in the ideological cognition of some students in the research and development among many students. The reason is that in the construction process of students' ideological logic system, the complex system composed of different external information will affect students' cognitive judgment. The serious consequence of students' wrong cognitive judgment is that students have thinking logic obstacles. On the one hand, the emergence of thinking logic obstacles slows down the growth rate of students, on the other hand, it inhibits the improvement of students' expression ability. According to the research results of psychology, the mechanism of the influence of students' thinking logic disorder on their expression ability is to hinder the growth of relevant brain tissues of students, lead to students' deviation in problem interpretation, and then affect students' expression ability. In psychological treatment, the

ideological obstacles in students' growth are mainly helped to re-establish the information processing mechanism through the reconstruction of thinking logic system. Among them, applied linguistics, as an important way of thinking logic reconstruction, has gradually been supported by a large number of psychologists.

Applied linguistics is a branch of linguistics. In its early application, applied linguistics was mainly introduced into the problem construction and solution of other disciplines. Through language processing of other disciplines, the problems were resorted to determine the primary and secondary relationship in the problems, so as to facilitate the solution of the problems. At present, applied linguistics can be divided into language teaching, the establishment of standard language, book compilation and translation. With the gradual application of Applied Linguistics, a large number of research applications have also appeared in the links of students' thinking logic obstacles. Facing the lack of language expression ability caused by students' thinking logic obstacles, some studies have proposed that language teaching in applied linguistics can effectively alleviate it, but some studies have pointed out that the improvement effect of Applied Linguistics on the expression ability of students with thinking logic obstacles is limited. On this basis, in order to understand the practical application effect of applied linguistics, this study deeply discusses the influence mechanism of applied linguistics on the expression ability of students with thinking logic disorder, in order to provide relevant reference for the treatment of students with thinking logic disorder and ensure the healthy growth of students.

Objective: By analyzing the positive role of applied linguistics in the recovery of thinking logic disorder, this paper evaluates the impact of applied linguistics on the expression ability of students with thinking logic disorder, puts forward suggestions for the healthy growth of Chinese students, and also provides theoretical support for the development of psychology in China.

Study design: Select 100 students from primary school, middle school and university to participate in the survey, design a questionnaire to evaluate the thinking and logic ability of all students, screen the students with thinking and logic obstacles, and evaluate the expression ability of the students with thinking and logic obstacles. Applied linguistics is used to cultivate the expression ability of students with thinking logic disorder for 6 months. After 6 months, the expression ability of students is evaluated for the second time, and the differences between the two evaluation results are compared and analyzed.

Results: There were 27, 16 and 11 students with thinking and logic disorders in primary school, middle school and university respectively. The expression ability of the above students was evaluated, and the language expression ability of students was cultivated by using applied linguistics. After 6 months, the evaluation results of students' expression ability were statistically analyzed again. The difference between the two scores of expression ability was statistically significant ($P < 0.05$). And the score of the second evaluation is higher than that of the first, as shown in Table 1.

Table 1. Changes in students' expression ability

Group	The first time	The second time	<i>P</i>
Pupil	45.67±2.37	65.62±2.75	<0.05
Middle school student	57.32±2.06	70.57±2.36	<0.05
College student	68.26±1.97	76.88±2.04	<0.05

Conclusions: In the process of establishing a logical system, students will inevitably be guided by a variety of logical obstacles, which will inevitably lead to a variety of thinking errors in the process of establishing a logical system. The emergence of thinking logic disorder completely affects students' language expression ability, so it is very important to treat students' thinking logic disorder. It is found that applied linguistics plays a significant positive role in the cultivation of language expression ability of students with thinking logic disorder, and can alleviate the problem of patients with thinking logic disorder to a great extent. In the process of students' growth, parents and teachers should pay close attention to students' thinking and logic ability, judge students' language expression ability, and intervene students with ideological and logical obstacles to ensure their healthy growth and development.

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IMPACT OF COLLEGE EDUCATION INFORMATIZATION CONSTRUCTION ON STUDENTS' ANXIETY UNDER THE BACKGROUND OF BIG DATA

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Background: There are many and miscellaneous teaching contents in colleges and universities. Generally speaking, college students will study multiple disciplines during the semester. The purpose is that colleges and universities hope to cultivate students' comprehensive quality and ability and provide basic educational support for national talent training. However, in college teaching, some students are difficult to meet the teaching requirements of the school, and they will have anxiety due to heavy learning tasks during their study. There are generally two main factors in the generation of students' anxiety psychology. The first is personal psychological factors. Students' psychological tolerance is poor. Therefore, when facing a variety of learning contents, there will be anxiety psychology and then anxiety. On the other hand, the unreasonable arrangement of teaching contents will also cause students' anxiety. From the current teaching situation, due to the continuous development of information technology, a large number of teaching contents are integrated into some information technology, so that teachers can realize concrete teaching in teaching. In information-based teaching, the teaching content will show a more complex logical relationship, resulting in improper connection between the contents, and students are more prone to anxiety. Therefore, how to reduce students' learning difficulty on the basis of improving the convenience of teaching in the information age is an urgent problem to be solved.

According to the current situation of information-based teaching, the main reason for the variety of teaching contents is that the teaching data processing is unreasonable. Therefore, building information-based teaching with multi data influence based on big data technology will effectively improve the previous unsatisfactory information-based teaching mode. In the construction of big data information-based teaching, we mainly use the advantages of big data to realize the data processing of teaching content. Big data is a database integrating a variety of teaching schemes and teaching data. Big data technology has certain data processing ability, which can identify and classify the teaching contents in information-based teaching and reduce the workload of teachers' teaching scheme formulation, and can ensure the accuracy of teaching content. The construction of information-based teaching scheme in the context of big data has gradually become the main means of basic teaching construction in colleges and universities in China, and some teachers have found in teaching practice that the information-based teaching constructed with the support of big data can affect the anxiety of classroom students and stimulate students' learning enthusiasm to a certain extent. Therefore, in order to more clearly understand the mechanism of college information teaching construction on the alleviation of college students' anxiety under the background of big data, more in-depth research is needed.

Objective: Understand the current situation of college students' learning anxiety psychology in college teaching, analyze the influence degree of students' anxiety psychology by teaching mode, explore the changes of college students' psychological anxiety emotion in the construction of college education informatization under the background of big data, and evaluate the improvement effect of college students' anxiety emotion, in order to provide theoretical support for college students' talent training.

Study design: 100 college students with psychological anxiety were selected to evaluate the anxiety of all students with SAS anxiety scale. 100 subjects were randomly divided into experimental group and control group, with 50 students in each group. The students in the experimental group were taught by the information-based teaching mode under the background of big data, and the students in the control group were taught by the conventional teaching mode for 6 months. Finally, the differences of college students' psychological anxiety scores before and after teaching were compared and analyzed.

Result: Before teaching, there was no significant difference in the anxiety score data between the two groups, which was not statistically significant. After receiving different teaching, the anxiety scores of the two groups of students were significantly reduced after teaching, and the difference was statistically significant ($P < 0.05$). In the comparison between the two groups, there was a significant difference in the anxiety score between the two groups after 6 months of teaching, and the anxiety score of the students in the experimental group was significantly lower than that in the control group ($P < 0.05$). See Table 1 for details.

Table 1. Changes of students' anxiety

Group	Before teaching	After teaching	<i>P</i>
Experience group	65.64±2.16	37.15±1.06	<0.05
Control group	67.39±2.13	52.48±1.37	<0.05
<i>P</i>	>0.05	<0.05	-

Conclusions: In college education, the control of students' anxiety can effectively improve students' learning ability and the overall quality of school teaching. Using big data technology to build an

information-based teaching model can effectively reduce college students' learning anxiety and actively promote students' learning ability. Therefore, in university teaching, we should make full use of information technology and optimize the construction in combination with the existing data processing foundation, which can effectively alleviate students' negative emotions, improve students' professional level and contribute to the development of talent training in colleges and universities.

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IMPACT OF THE IMPROVEMENT AND HIGH-QUALITY DEVELOPMENT OF INTELLIGENT LOGISTICS INFORMATION SYSTEM ON PEOPLE WITH COMMUNICATION AND ADAPTATION BARRIERS

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Background: Communication adaptation disorder refers to a psychological disease in which patients can not accurately understand others or express their thoughts in communication due to the obstruction of some factors, and cannot adapt to the communication environment. There are four main causes of communication barriers: language barriers, ideological barriers, emotional barriers and technical barriers. Language barriers refer to communication barriers caused by different language habits of both sides of communication, and ideological barriers refer to barriers caused by different values, educational backgrounds and other aspects related to thinking of both sides of communication. Emotional barrier refers to the communication barrier caused by bad psychology and emotion, and technical barrier refers to the barrier caused by the problem of communication media in the process of non-face-to-face communication. In modern society, the cooperation and connection between people are getting closer and closer, and communication barriers will greatly affect the efficiency of human communication. Although the concise and clear online operation mode of intelligent logistics information system has brought convenience to people, it has also removed a large number of communication links, which may not be conducive to the recovery of people with communication adaptation barriers. Therefore, this study will explore the impact of intelligent logistics information system on people with communication adaptation barriers.

Objective: To understand the composition, function and use mode of the current domestic main smart logistics system, and then design experiments to verify the impact of smart logistics system on people with communication and adaptation disabilities.

Objects and methods: All measurement type features in the study were displayed in the form of mean \pm standard deviation for *t*-test, and counting type features were displayed in the form of number or proportion of number for Chi-square test. The significance level of difference was taken as 0.05. Four intelligent logistics information systems with large application population were selected from China, and then 322 people with different degrees of cognitive impairment were selected as the research objects. They were divided into experimental group and control group, with 161 people in each group. First, make statistics on the basic information of the two groups, including the age, gender, work type, working years, marital status, etc. of the users in the two groups. After confirming that there is no significant difference in the basic information of the two groups, conduct a comparative experiment. The personnel in the experimental group are required to randomly select one from the intelligent logistics information system in 4, while the control group is required not to use the intelligent logistics system. The experiment lasted for 3 months. A questionnaire survey was conducted to all personnel before and after the experiment. The survey content was the symptom scale of communication adaptation disorder designed by the research team. The total score on the scale was 50. The severity of communication adaptation disorder of samples with scores in the range of [0,10], [10,20], [20,30], [30,40], [40,50] were asymptomatic, mild, moderate, mild severe. In addition, in the whole experimental process, it is necessary to ensure that there is no communication between all research objects, so as to avoid irrelevant experimental errors caused by mutual communication between research objects.

Results: The questionnaire survey results of the two groups before and after the experiment are shown in Table 1.

Table 1. Questionnaire survey results of two groups of subjects before and after the experiment

Group	Before experiment	After the experiment	<i>t</i>	<i>P</i>
Experience group	24.6±4.2	29.5±4.4	0.127	0.006
Control group	24.7±3.8	24.8±3.6	0.845	0.712
<i>t</i>	0.674	0.284	-	-
<i>P</i>	0.773	0.005	-	-

It can be seen from Table 1 that before the experiment, the *P* value of the questionnaire score *t* test of the experimental group and the control group was 0.773, which was greater than the significance level of 0.05. It is considered that the data difference was not statistically significant, that is, the severity of communication adaptation disorder symptoms of the two groups before the experiment was at the same level and comparable. After the experiment, the *P* value of the questionnaire score *t* test of the experimental group and the control group was 0.006. Far less than the significance level, it is considered that the data difference is statistically significant. Specifically, after the experiment, the average scores of the experimental group and the control group are 29.5 and 24.8 respectively. The former is significantly higher than the latter, indicating that the use of intelligent logistics system will aggravate the symptom severity of communication adaptation disorder.

Conclusions: On the one hand, the promotion and application of intelligent logistics information system has brought more convenience to people's life. People can know the location and status of logistics packages directly through mobile phone application without going to logistics outlets to inquire or call, and realize the unmanned management of package communities. But on the other hand, it also reduces the opportunities for people to communicate in life. For people with communication adaptation disorder, the reduction of communication opportunities may further aggravate their symptoms. In order to verify this conjecture, a comparative experiment is designed. The experimental results show that the average score of the questionnaire on communication adaptation disorder of the experimental group required to use the intelligent logistics information system after the experiment is 29.5, which is significantly higher than that of the control group, which proves that the use of the intelligent logistics system will aggravate the severity of the symptoms of communication adaptation disorder. The analysis found that this is because after using this tool, patients' communication opportunities in daily life are further reduced, and their psychological views on the importance of communication are more negative. Some people even think that even if there is no communication in the future, it will not affect their life, so they relax their attention and Practice on communication, resulting in further deterioration of symptoms.

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COMPUTER TEACHING STRATEGY BASED ON BIG DATA ENVIRONMENT FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: The research object of educational psychology is the learning process of learners and the teaching process of teachers. It is a collection of accumulated knowledge, wisdom and intuitive ideas of psychological methods and theories in the field of education. Teachers should master this discipline to effectively solve the problems in peacetime teaching. Its most intuitive application occurs in the typical two-way interaction between teachers and students in the teaching process. It requires teachers to carefully study all aspects including teaching content, teaching methods, teaching cases, teaching means and teaching environment. In addition, educational psychology also requires teachers to have a necessary understanding of students' psychological state and activities, so as to further improve the effectiveness of teaching. Educational psychology holds that students, as independent individuals, have different thinking abilities and are in different psychological environments. With the approach of the era of the Internet of all things, the application of big data technology in the computer field is becoming more and more extensive,

and the knowledge of big data is integrated into computer teaching. However, the knowledge and technology of big data are quite different from the traditional computer teaching content. For example, the former requires students to have more statistical and mathematical foundation, and needs more programming practice. These characteristics lead to an obvious increase in students' learning difficulties. Therefore, we can use the method of educational psychology to analyze the psychological state and thinking mode of different students and find a more effective teaching method, so as to improve the teaching quality of computer specialty in our country.

Objective: To explore the possibility and specific feasible measures of applying educational psychology methods to the teaching of big data and computer science-related majors, so as to improve the employment competitiveness and personal professional ability of graduates of related majors in China.

Participants and methods: A nationally representative university in terms of teachers, teaching equipment and educational financial support was selected from domestic universities, and 204 college students majoring in big data and computer science who were willing to participate in the experiment were randomly selected as the research objects. The research objects were evenly divided into intervention group and control group. First, count the basic information of the two groups of students and confirm that there is no significant difference between their basic information. Then carry out the teaching experiment to let the two groups of students accept the teaching of big data and computer courses, and the teaching content is completely consistent. However, during the teaching of the experimental group, teachers are required to start from the perspective of educational psychology. Observe the psychological state of students and reasonably adjust the teaching progress and teaching content according to their psychological state. If necessary, carry out separate targeted teaching for some students, and give more encouragement when students encounter difficulties in learning. The control group was only taught in the traditional way. The teaching experiment lasts for one semester, and teachers are required to conduct a 100-point test on students' curriculum professional ability before and after the experiment. After the experiment, the teachers will provide the quantitative scores of students' abilities related to various courses to the research team in combination with the test data.

Results: In the study, the measurement data were displayed in the form of mean \pm standard deviation for *t*-test, and the counting data were displayed in the form of number or proportion of number for Chi-square test. The significance level was taken as 0.05. See Table 1 for the scores of the two groups of students after the experiment.

Table 1. Statistical results of professional ability scores of two groups of students after the experiment

Comparison items	Intervention group	Control group	<i>P</i>	Change value (%)
Big data knowledge	15.2 \pm 4.1	9.2 \pm 3.2	0.002	66.2
Big data processing	25.3 \pm 4.8	16.9 \pm 3.6	0.003	49.7
Fundamentals of computer	13.2 \pm 3.1	11.8 \pm 3.3	0.015	11.9
Computer programming	29.8 \pm 4.5	27.2 \pm 5.4	0.073	9.6

It can be seen from Table 1 that the scores of the two groups of students in various majors are different after the experiment. The *P* value of the quantitative score *t*-test of the two groups of students in computer programming is 0.073, which is greater than the significance level. It is considered that the data difference is not statistically significant, while the two groups of students in big data knowledge, big data processing. The *P* value of the quantitative score difference significance test of the three aspects of computer foundation is less than 0.05, which means that the data difference is significant. Specifically, the average scores of the experimental group on big data knowledge, big data processing and computer foundation are 15.2, 25.3 and 13.2 respectively, which are 66.2%, 49.7% and 11.9% higher than those of the control group.

Conclusions: In view of the problems that students' learning difficulty increases and learning efficiency decreases after integrating big data technology into the current university computer professional courses, this research is based on the analysis of the current teaching situation of computer major. Combined with the characteristics of big data teaching and educational psychology methods, a comparative teaching experiment is designed. The experimental results show that after the experiment, the quantitative score difference significance test *P* value of the experimental group in three aspects of big data knowledge, big data processing and computer foundation is less than 0.05, and it is considered that the data difference is significant. Specifically, the average scores of the experimental group based on big data knowledge, big data processing and computer were 15.2, 25.3 and 13.2 respectively, which were 66.2%, 49.7% and 11.9% higher than those of the control group. The data shows that using educational psychology to analyze students' learning psychology and thinking state in the teaching process, and taking this as the basis to adjust the teaching content and teaching methods will help to improve the learning effect of students majoring in big data and computer technology.

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ANALYSIS AND EXPLORATION OF FARMERS' PSYCHOLOGY IN AGRICULTURAL SCIENCE AND TECHNOLOGY EXTENSION ACTIVITIES

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Background: With the development of science and technology in China, more and more scientific and technological products and applications are being applied in the field of agriculture. However, due to the overall low level of education, the deep influence of traditional ideas and the poor ability to accept and adapt to new things, the popularization of agricultural science and technology in some agricultural areas of China is greatly hindered. The root cause of these phenomena is a variety of bad psychology of farmers, among which the more typical psychological states are conformity psychology, conservative psychology, stability seeking psychology and contradictory psychology. The influence way of conformity psychology is that if most residents around farmers do not use scientific and technological products, they will probably choose not to apply. The influence mode of conservative psychology is that even if technicians have explained the application mode of scientific and technological products, farmers are reluctant to believe in the reliability of new technologies if they do not see successful use and economic benefits. It refers to the fear of using new technologies to reduce the yield of new products or reduce the quality of cultivation. Ambivalence means that although they want to adopt new technologies, they are skeptical about the effectiveness of new technologies and hesitate to take action. These psychological phenomena of farmers have certain objective rationality, but the extension personnel of agricultural science and technology products can also use psychology to improve the success rate of product promotion, which is the focus of this research.

Objective: To explore the common psychology of farmers in the promotion of agricultural science and technology products and services and its impact on the promotion work, so as to put forward some countermeasures to improve the service promotion efficiency of agricultural science and technology products, so as to provide some useful decision-making basis for improving the level of agricultural science and technology and the output and quality of agricultural products in China.

Objects and methods: Select a town with serious obstacles in the promotion of agricultural science and technology products, and then select two villages with roughly the same promotion level of agricultural science and technology products, farmers' living habits, living environment, overall economic level, farmland area and the distribution of planted crop varieties. Select 100 villagers from each of the two villages to form an intervention group and a conventional group. Firstly, the relevant data statistics of the two groups are carried out, including the income level, gender, age, education level, family population, marriage, etc. After confirming that the differences of these data between the two groups are not statistically significant. The agricultural science and technology extension personnel shall be trained on the psychological status of farmers, so that the extension personnel can know the common psychological status of farmers in the face of these new technology products, and introduce some effective coping methods. After one year, the settlement rate of agricultural science and technology products and the annual output value of agricultural products of the two groups of farmers in recent two years (i.e., one year before and one year after training) were collected from the relevant departments of the local government.

Results: The characteristics of all measurement types in the study were displayed by means of mean \pm standard deviation, and *t*-test was conducted. The significance level of difference was set to 0.05. One year after the training, the settlement rate and annual output value of agricultural science and technology products of the two groups of farmers are listed in Table 1.

Table 1. Statistical results of experimental data of two groups of farmers

Statistical indicators	Within one year before training		Within one year after training	
	Settlement rate (%)	Annual output value/¥	Settlement rate (%)	Annual output value/¥
Intervention group	6	26541 \pm 1254	85	43116 \pm 1762
General group	7	26262 \pm 1466	53	27245 \pm 1537
<i>t</i>	-	0.648	-	0.127
<i>P</i>	-	0.952	-	0.001

“Annual output value” in Table 1 specifically refers to the average single household farmland output value of farmers in the corresponding group in the corresponding time period, “settlement rate” refers to the proportion of the number of farmers in the corresponding group who decide to use the promoted agricultural science and technology products in the corresponding time period in the number of farmers in the group. It can be seen from Table 1 that there is little difference in the settlement rate of agricultural science and technology products between the two groups before the training, and there is no significant difference in the data of annual average output value of farmland. After the training, the average settlement rate of farmers and the annual average output value of farmland in the intervention group are 85% and 43116, 32% and 58.25% higher than those in the control group respectively.

Conclusions: Aiming at the problem that the promotion of agricultural science and technology products is blocked due to various psychological reasons of farmers, this study designs and implements a comparative experiment after understanding the current psychology and promotion mode of farmers when they are promoted. The experimental results show that the average settlement rate of farmers and the average annual output value of farmland in the intervention group after training are 85% and 43116, which are 32 percentage points and 58.25% higher than those in the control group respectively. The data show that considering the psychological situation of farmers in the promotion of agricultural science and technology products can effectively improve the success rate of product promotion. After the interview, it is found that the main reason for this result is that farmers feel the concerns of extension personnel and their own concerns, and give effective responses and countermeasures, so that they can use the promotion products without worries.

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CURRENT SITUATION AND COUNTERMEASURES OF IDEOLOGICAL AND POLITICAL EDUCATION OF COLLEGE STUDENTS FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology is the combination of psychology and pedagogy. Psychological theory divides individual psychology into two main categories: psychological process and personality psychology. Among them, psychological process is the main research type in educational psychology. In the process of education, the psychological activities of students and teachers will affect each other, In the teaching environment, these psychological activities have unique psychological laws. Psychological process refers to the reflection process of the brain to external things and phenomena, which is divided into three main categories: cognitive process, emotional process and will process. Among them, cognitive process refers to the reaction process of the human brain to objective phenomena in the process of individual contact with the outside world. In the process of education, this is the most basic psychological phenomenon of students, that is, the change of individual psychological cognition and the law of related activities in the face of new knowledge. Individuals will have a variety of subjective attitudes and emotional experiences in the process of understanding external things. Driven by individual attitudes and experiences, people’s behavior will change accordingly with the emotional experience. In the process of education, students’ emotions and attitudes towards learning and the classroom determine whether they have motivation in the learning process, which is one of the main factors that directly affect the final learning effect. Will process refers to the process in which an individual achieves his goal by overcoming difficulties when he encounters difficulties in the objective world. This process determines whether students have enough toughness in the learning process, whether they can overcome various difficulties in the learning process and finally achieve the learning goal. By using educational psychology to study college ideological and political education, we can explore the psychological needs of students in the process of Ideological and political learning, and then take the psychological needs as the starting point, establish a more ideological and political education mode with ideological guidance, shape students’ positive mentality in the process of

ideological and political learning, and provide methodological guidance for students' learning and life.

Objective: This study uses the theory of educational psychology to analyze the psychological needs of college students in the process of Ideological and political learning, so as to help modern colleges and universities establish an ideological and political education system that can meet the psychological needs of students and has ideological guidance, so as to improve students' learning enthusiasm and learning effect.

Subjects and methods: For the group of students whose ideological and political education is difficult to reach, this study uses the random forest algorithm to classify the group, analyzes the reasons why the ideological and political education is difficult to reach, and puts forward corresponding countermeasures according to the reasons.

Study design: In the student online course selection system, this study takes the student group who selects the ideological and political education course as the object to collect data, and on this basis, uses the random forest algorithm to classify the reasons why the student group is difficult to respond to the ideological leadership, and analyzes the current situation of the ideological leadership in contemporary Ideological and political education through classification.

Methods: In this study, the online course background statistics system is used for preliminary data summary, and then the algorithm program is used for classification and statistics.

Results: The distribution of reasons why students are difficulty responding to their thought leadership is shown in Figure 1.

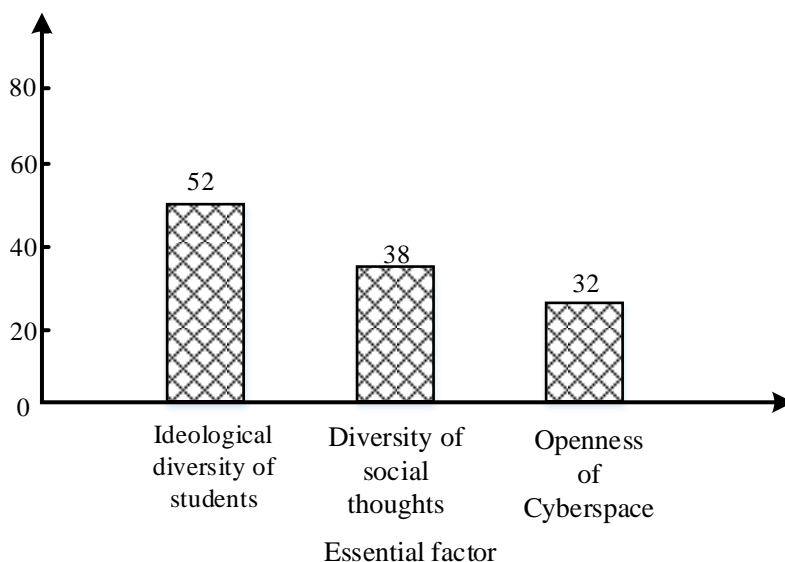


Figure 1. Reasons why students are difficult to respond to ideological leadership

In Figure 1, 52% of the students are difficult to respond to the ideological leadership due to the diversity of students' thoughts, 38% of the students are difficult to respond to ideological leadership due to the diversity of social thoughts, and 32% of the students are difficult to respond to the ideological leadership due to the openness of the network. It can be seen that in the modern social environment, the main reason affecting students' response to ideological leadership is the diversity of ideas formed by students so far. Although the diversity of social thoughts and the openness of the network will also have an impact on students' response to ideological guidance, it is relatively weak, only distributed between 30% and 40%.

Conclusions: The traditional ideological and political education is too rigid in the process of education, and the way is old, which cannot meet the psychological needs of students in the learning process of the new era, resulting in the lack of ideological guidance in Ideological and political education. It is difficult for students to fully combine ideological and political learning with their own learning life, resulting in a lax attitude towards ideological and political learning. The new ideological and political education method designed according to the theory of educational psychology can fully meet the psychological needs of students, provide methodological guidance for students through the educational method of practical learning and life, improve the ideological guidance in the process of education, and help students apply the content of Ideological and political education to their own learning and life.

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EFFECT OF TRADITIONAL PHYSICAL TRAINING ON ALLEVIATING ANXIETY DISORDER OF IDEOLOGICAL AND POLITICAL STUDENTS

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Background: Anxiety is a complex psychological state composed of anxiety, tension, worry and other psychological experiences. According to different classification standards, anxiety can be divided into state anxiety and trait anxiety from the duration. State anxiety refers to anxiety with a relatively short duration caused by specific situations. This anxiety is more common in modern people’s daily life. When people associate the perceived threat with their own success at this stage, they will feel nervous and uneasy temporarily, and even produce physiological pain symptoms in severe cases. State anxiety can help people quickly perceive the surrounding crisis and force people to take immediate action. Therefore, moderate state anxiety is beneficial to the study and life of Ideological and political students. Trait anxiety, on the contrary to state anxiety, is long-term continuous anxiety. This excessive anxiety will have a great adverse impact on the study and life of Ideological and political students. Ideological and political students have been in the process of theoretical learning for a long time, and they lack exercise. Due to the particularity of their discipline, the guidance at the conceptual level is likely to have an insufficient effect on the anxiety symptoms of Ideological and political students. Therefore, this study proposes to take traditional physical training as the main way to alleviate the anxiety of Ideological and political students. Besides strengthening the body and enriching life, physical exercise also has a certain positive impact on mental health. Because physical exercise itself is an activity that constantly challenges their physical conditions, ideological and political students can exercise their sensitivity to sense of crisis and worry through physical exercise, which can effectively reduce students’ anxiety sensitivity. At the same time, physical exercise can improve the self-efficacy of Ideological and political students. Through the effective cycle of formulating sports goals, implementing sports goals and completing sports goals, students’ self-confidence and sense of achievement can be continuously improved, and then the habit of implementing the cycle can be substituted into daily learning to enhance their ways and means to fight anxiety.

Objective: According to the discipline characteristics of Ideological and political students, this study applies traditional sports training to the intervention behavior of anxiety symptoms of ideological and political students, improves students’ comprehensive quality through the positive impact of traditional sports on students’ psychological status, and then gives students the means to fight anxiety, so as to alleviate anxiety symptoms.

Subjects and methods: This study uses the methods of difference analysis and intermediary effect analysis to analyze the correlation between physical exercise and students’ state anxiety and characteristic anxiety.

Study design: This study takes the state-trait anxiety questionnaire data as the research data basis, on which the difference analysis is carried out. At the same time, the intermediary effect analysis method is used to establish a relationship model for the impact of physical exercise on anxiety symptoms under the influence of student behavior intermediary effect, and analyze the action relationship between the elements through the relationship model.

Methods: SPSS20.0 was used in this study sort out and descriptive analysis of basic research data, and analyze the basis of difference analysis, and then use Mplus8.0 to analyze the intermediary effect of the data.

Results: The difference analysis results of Ideological and political students are shown in Table 1.

There are two coping styles with statistical significance ($P < 0.05$) in Table 1: solving and asking for help. It can be seen that what is helpful to the anxiety symptoms of Ideological and political students is often the response in practical action. It can be seen that physical exercise is a reliable intervention way to provide

students with counseling channels in practical action. It can provide students with motivation to escape from the traditional emotional problems and solve practical problems through sports training.

Table 1. Differences of coping styles in urban and rural areas

Coping style	Male		Female		t	P
	M	SD	M	SD		
Solve	8.15	2.74	7.28	2.98	2.992	0.003
Self-reproach	3.32	2.84	3.07	2.92	0.871	0.386
Seek help	5.69	2.36	5.12	2.46	2.388	0.017
Fantasy	4.23	2.17	3.95	2.31	1.112	0.266
To retreat	3.98	2.36	3.91	2.63	0.404	0.685
Rationalization	3.82	1.86	3.56	2.08	1.235	0.218

Conclusions: Due to the particularity of the discipline, psychological counseling often has a poor effect on alleviating the anxiety symptoms of Ideological and political students. Through the difference analysis, it can be seen that the best way to dredge the anxiety symptoms of Ideological and political students is often the way of action. Therefore, giving students psychological experience of self-efficacy through traditional physical exercise can improve students' action ability, and then provide students with the driving force to solve the anxiety content in their learning life, so as to solve the source of students' anxiety from the level of practical action. Then help students alleviate anxiety and form a sounder personality.

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RETHINKING THE THEORY OF CULTURAL RELATIVITY UNDER THE OBSTACLE OF THINKING – FROM THE PERSPECTIVE OF ETHNOMUSICOLOGY AND MUSICAL ANTHROPOLOGY

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Background: Thinking disorder refers to the phenomenon that people violate the normal thinking law or thinking form when thinking and processing external things or information by using thinking forms such as conceptual cognition, logical reasoning and choice judgment. Phenomena such as the inability to accurately grasp the connotation represented by some logical concepts, the misunderstanding of premise or process in the process of judgment, and the inversion of cause and effect all belong to the manifestations of thinking obstacles. In the process of human thinking, the most basic cognition and mode of thinking is the conceptual definition of external information and errors. In the process of thinking and speculation of cultural relativity, the negative effects of thinking obstacles will be amplified to a certain extent, because cultural relativity itself has the problems of use boundary and effectiveness. It makes people with thinking disabilities unable to accurately grasp the definition in the process of learning cultural relativity. In addition, from the perspective of cognitive thinking, cultural relativity itself has a logical paradox that is not friendly to people with thinking disabilities, that is, the cognitive concept of "relativity" does not exist in essence. When learners discuss ethnomusicology and musical anthropology, cultural relativity cannot admit that complete detached and neutral psychological cognition does not exist at the level of thinking logic. That is, if one-sided emphasis on relativity, it will lose the individuality of national music. On the one hand, it needs to use the sexual perspective to explain the development of musical anthropology. The misunderstandings and paradoxes of this theoretical logic will make it difficult for thinking impaired learners to correctly understand the essence of the theory, which will lead to logical errors in the case of premise errors, resulting in more difficulties in learning. Therefore, in the process of helping people with thinking disabilities learn cultural relativity, we should adopt the concept interpretation and logical relationship that are more beneficial to the cognition and understanding of people with thinking disabilities, and help people with thinking disabilities learn cultural relativity more correctly and deeply through the obstacles of

theoretical expression and surface paradox.

Objective: By combing the theory of cultural relativity and innovating methods on the learning path of cultural relativity, this study tries to help learners with thinking disabilities overcome various obstacles in the process of theoretical learning and carry out cultural relativity learning more comprehensively and deeply.

Subjects and methods: This study adopts the methods of on-site investigation and correlation analysis. In the form of an on-site test, it detects the degree of thinking disorder of thinking disabled learners in the process of learning cultural relativity, analyzes the theory of cultural relativity, and expounds on the relationship between the degree of paradox and the degree of thinking disabled learners.

Study design: In this study, patients with thinking disorders were randomly selected from medical institutions. After soliciting the consent of patients, the on-site centralized examination questions were tested. The examination papers were divided into two main parts: the learning part and the testing part. The learning part mainly expounded on the theories of cultural relativity, ethnomusicology and music anthropology for patients with thinking disorders to learn. The test part carries out the thinking test for the content of the learning part, and the test time is 90 minutes in total. After collecting the data, this paper uses correlation analysis to explore the theory of cultural relativity, and expounds on the correlation and effect between the degree of paradox and the degree of thinking disability learners.

Methods: In this study, Excel was used to count the test results, and SPSS software was used for correlation analysis.

Results: The theory of cultural relativity expounds the correlation between the degree of paradox and the degree of obstacle of thinking disabled learners. The analysis results are shown in Figure 1.

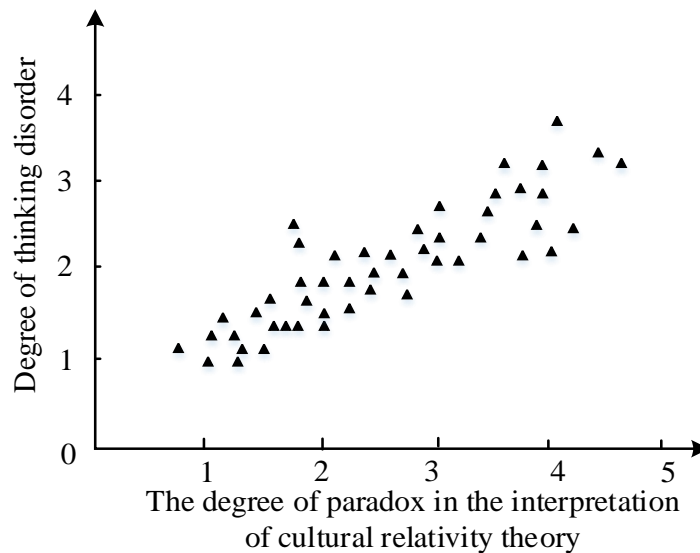


Figure 1. Correlation analysis

The sample trend in Figure 1 clearly shows the correlation between the degree of paradox expounded by cultural relativity theory and the degree of obstacle of thinking disabled learners. It can be seen that with the increase of the degree of paradox expounded by cultural relativity theory, the degree of obstacle score of thinking disabled learners also increases gradually, and the two show a positive correlation.

Conclusions: Through the analysis of the paradox between the characteristics of thinking disabled learners and the theory of cultural relativity, this study helps thinking disabled learners to overcome obstacles and innovate paths in the process of theoretical learning. The results show that there is a positive correlation between the paradox of cultural relativity theory and the degree of obstacles of thinking disabled learners. In the process of helping thinking disabled learners with theoretical learning, we need to optimize the elaboration of cultural relativity theory according to the characteristics of learners' thinking obstacles, help thinking disabled learners determine the logical premise and sort out the logical relationship, reduce the difficulties encountered by thinking disabled learners in learning and improve the learning effect.

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STRENGTHENING CHINESE CULTURE EDUCATION IN CHINESE INTERNATIONAL EDUCATION UNDER LANGUAGE BARRIERS

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Background: Language is an important tool for human beings to describe the external world and inner feelings. Different from the interactive communication mode of behavior, the interactive communication mode of language can break away from the constraints of time and space and communicate with concepts that have nothing to do with current time and space. Human language ability is divided into two main types: acquisition and learning. Therefore, the source of language barriers often comes from these two stages. Natural acquisition is the main ability used by individuals in the process of learning the first language after birth. Most children's first language acquisition speed is roughly the same. Children who grow up in a bilingual or multilingual environment can often naturally acquire two or more languages. However, this stage is also the initial stage of language barriers. Usually, such barriers are manifested in the process of language expression, understanding and communication. The types of language barriers that children are prone to are more complex, which can be divided into congenital stuttering, acquired stuttering, delayed language development and developmental language difficulties. Acquired aphasia, etc., in adulthood, some patients will still have language disorders, but some will be relieved in adulthood. Even if an individual has normal language ability in childhood, he may still have Dean in adulthood. This disorder is often manifested in the accompanying diseases of other neurological diseases or post-traumatic diseases, such as vocal organ and nerve organ diseases caused by frostbite, post-traumatic language disorders caused by stroke, etc. In addition, with the increase of social life pressure, the number of patients with language disorders caused by social-environmental problems and psychological pressure problems has also increased. Due to the diversity of the sources of language barriers and the accompanying social communication barriers, how to carry out educational assistance for language barrier groups has become one of the difficult problems in today's education system. Especially in the process of Chinese international education, for language disabled groups, there are many obstacles in their understanding of Chinese cultures, such as cross-cultural understanding obstacles, cross-language cognitive obstacles, their own language obstacles and so on. How to improve Chinese culture and education strategies for language disabled groups is one of the important topics of the current Chinese international education system.

Objective: Aiming at the various difficulties of language barrier groups in Chinese culture learning in Chinese international education, this study puts forward educational auxiliary strategy suggestions from the characteristics of language barrier, so as to help students with speech barrier overcome the dual barriers of culture and language and achieve better learning effect.

Subjects and methods: This study combines the field investigation method with particle swarm optimization algorithm to conduct investigation, research and data analysis in the order of current situation investigation, current situation sorting, proposal and seeking the optimal scheme.

Study design: This study obtains basic data through field investigation. According to the obstacle characteristics of language barrier groups in Chinese culture learning in Chinese international education, this paper puts forward different educational assistance strategies with different emphasis, and then uses particle swarm optimization algorithm to calculate the fitness and solve the optimal scheme for the educational assistance strategies with different emphasis.

Methods: In this study, Excel table is used to uniformly sort out the survey data, and particle swarm optimization program is used to optimize the scheme.

Results: The types of obstacles encountered by language barrier groups in the process of Chinese culture education in international Chinese education are shown in Table 1.

Table 1. Chinese culture learning disability factors

Chinese culture learning disability factors	Number of people	Proportion (%)
Language barrier	151	75.5
Limited level of Chinese	127	63.5
Transnational cultural cognitive impairment	92	46.0
Wrong way of cultural education	86	43.0
Insufficient cultural education	78	39.0

Table 1 classifies the barrier factors encountered by language barrier groups in the process of Chinese culture and education in Chinese international education. Among them, the language barrier accounts for

the highest proportion, reaching 75.5%, followed by the barrier caused by Chinese level, reaching 63.5%. The least number of people is the obstacles, accounting for only 39.0% of the whole.

Conclusions: In Chinese international education, the Chinese culture learning of language barrier groups is often accompanied by language and cultural barriers. Therefore, it is necessary to adopt teaching strategies that meet the learning characteristics of language-disabled groups in Chinese cultural education for language disabled groups. Through the teaching auxiliary optimization of teaching strategies, students can improve their enthusiasm for Chinese cultural learning and avoid the delay of learning progress caused by their own language barriers in the learning process. At the same time, it also avoids the students' psychological inferiority complex caused by the backward learning progress, and improves the students' self-efficacy from the other two aspects of psychology and behavior, so as to achieve the purpose of improving the learning effect of Chinese culture.

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ON THE REFORM MODE OF TEACHING MANAGEMENT IN COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology is a branch of psychology combined with education, that is, educational intervention with the help of relevant psychological theories or research results. It refers to the conscious and phased application according to the psychological laws and change characteristics of both teaching subjects and objects in a specific educational situation. Educational psychology can intervene students' psychological problems from the psychological level, and help teachers make teaching design and curriculum plan from the aspects of curriculum design, teaching method improvement and teaching motivation guidance, so as to achieve better teaching effect and teaching quality. Educational psychology is a psychological theory put forward to serve the teaching reform. By exploring the relationship between students' personality development and educational environment, the relationship between ability development and knowledge learning, social development and standardized learning, and the regularity between the effectiveness of teaching and talent training, we can strengthen the formation of the cultivation concept of people-oriented and students as the main body. The content of educational psychology includes learning psychology, teaching psychology, teacher psychology and education. As a positive educational concept, it can effectively intervene the psychology and laws of both sides of teaching, realize the innovation of teaching methods and models, and improve teaching quality. Under the background of continuous enrollment expansion of higher education, there are great individual differences in students' quality, and the simplification and modularization of teaching means and teaching effect further limit the improvement of teaching quality, and make students have frequent psychological problems, which seriously affect the teaching quality and reform process. Exploring the reform mode of teaching management in colleges and universities with the help of educational psychology has important theoretical and practical value for promoting the deepening reform of higher education. Exploring the new mode of teaching management with educational psychology can effectively improve the level of educational management, help students clarify their value orientation in the collective society and guide the establishment of their correct values.

Objective: In order to improve the teaching quality and psychological management of students, we should analyze the current situation and improve the teaching quality of students in the process of psychological education and management.

Research objects and methods: Taking teachers and students of a university as the research object, the research first collects data on the problems existing in the current educational management and teaching status, then innovates the teaching management mode, constructs a new teaching management mode from the perspective of educational psychology, and tests the effect of educational application with this mode.

Method design: With the help of principal component analysis, this paper makes factor analysis on the influencing factors affecting the effect of teaching management, and then innovates the educational management mode from the two aspects of teachers and students, such as learning and training teachers' mental health knowledge, carrying out mental health education for students under the ideological guidance of educational psychology, and so on. The experiment lasted for two months. After the experiment, data collection and statistics were carried out on the teaching management effects under different modes to explore the influence mechanism of educational psychology on the teaching management reform of colleges

and universities.

Methods: SPSS22.0 analysis tool to process the experimental data, extract the influencing factors and test the regression coefficient with principal component analysis, and analyze the teaching application effect before and after the experiment with different teaching management modes.

Results: From the perspective of educational psychology, examining the psychological characteristics of teachers and students in the teaching process and finding out the measures of teaching improvement can cultivate practical talents with high comprehensive quality to adapt to the development of the times and effectively improve the quality of teaching management in colleges and universities. The research explores the reform mode of educational management in colleges and universities from the perspective of educational psychology. The results show that educational psychology can effectively improve students' psychological problems, improve students' enthusiasm for teaching participation and teachers' professional skills. Table 1 shows the scoring statistics of students' teaching dimensions under different classroom teaching modes.

Table 1. Statistics of students' scores on teaching dimensions under different classroom teaching modes

Evaluation dimension	Enthusiasm of classroom participation	Solution of psychological problems	Innovation of learning	Effectiveness of teaching management
New mode	21.35±4.52	14.16±3.34	19.25±7.13	23.86±3.47
Old mode	19.78±3.14	25.37±1.25	12.44±5.11	18.24±4.13

Conclusions: Teaching management in colleges and universities has important theoretical and practical value for cultivating students' comprehensive quality. Carrying out teaching management with educational psychology as the basic theory can make educational managers fully aware of students' psychological problems, better intervene students and teachers, and constantly improve teaching plans and means. So as to improve the efficiency and quality of education management.

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INNOVATIVE THINKING OF TEACHING REFORM OF NEWS BROADCASTING AND HOSTING SPECIALTY BASED ON SOCIAL PSYCHOLOGY

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Background: Social psychology is a science that studies people's social behavior and its psychological basis in social communication. The psychological and behavioral activities of individuals and groups in social psychology are different and diverse, and are affected by many factors. The main research objects of social psychology are divided into two levels: the individual level and the group level. The individual's social-psychological phenomenon is mainly manifested in the thoughts, feelings and behaviors with strong individual color restricted by the external environmental conditions, and the group level is composed of the consciousness consensus and norms jointly expressed by the individual, including group communication structure and racial prejudice. Social psychology includes micro-level, meso-level and macro-level. Looking at individual development and social changes from the perspective of social psychology can effectively link the close relationship between individuals and social groups, strengthen the "sociality" of individuals, and make their behavior and decision-making conform to the law and cognition of social development. At the same time, using social psychology to guide the intervention of groups to individuals can effectively and significantly enhance the individual's cognition of their own ability and the importance evaluation of their social status, and realize the coordination and unity of their "individuality" and "sociality". Bringing social psychology into teaching reform can not only make the teaching process not divorced from reality, but also respect individual differences while practicing educational ideas, which helps to strengthen students' social attributes and promote their all-round development. At present, the "lecture" based teaching method and single fixed teaching mode of news broadcasting and hosting major make the actual teaching process and content divorced from the actual news media operation system, and its timeliness and application characteristics are greatly reduced, which makes the employment rate of students in this major difficult, and the teaching reform is imminent. Therefore, studying the teaching reform path of news broadcasting and hosting specialty with the help of social psychology will help to improve students' professional skills and strengthen its application in reality.

Objective: In order to better promote the innovation of the teaching reform path of news broadcasting

and hosting specialty and improve students' professional skills and quality, this paper studies the innovation and optimization of the teaching mode path based on the understanding of the current situation of news broadcasting teaching and the learning situation of students in this specialty from the perspective of social psychology, so as to help students better adapt to the needs of social development and improve their professional skills and practicality.

Research objects and methods: Based on the theory of the developing relationship between individuals and groups in social psychology, this study selects the students majoring in news broadcasting and hosting in a university as the research object, evaluates their teaching status and professional ability, constructs a diversified teaching mode with the help of social psychology, and promotes the innovation of the teaching mode of news broadcasting and hosting. In order to explore the reform path of integrating social psychology into the teaching of news broadcasting and hosting specialty.

Method design: With the help of principal component analysis, the factors affecting the teaching effect are extracted and analyzed, and then the news broadcasting presided over the teaching classroom is innovated and optimized, and the teaching means, teaching concept, teaching scheme and teaching practice are improved to improve the application and practicality of teaching. The new model is used to collect the learning quality and learning effect of the subjects within three months, and the data are statistically analyzed to obtain the experimental results.

Methods: The experimental data were processed by tableau software analysis tool, the influencing factors were extracted by principal component analysis, and the teaching effect was tested by the new classroom teaching mode.

Results: With the help of social psychology, it can effectively strengthen the application practice of teaching classroom, improve students' awareness of self-social consciousness, group psychology and social role, help students better deal with social professional changes and improve their skills. Figure 1 shows the score statistics of students' professional practice ability and literacy overtime under the new teaching mode.

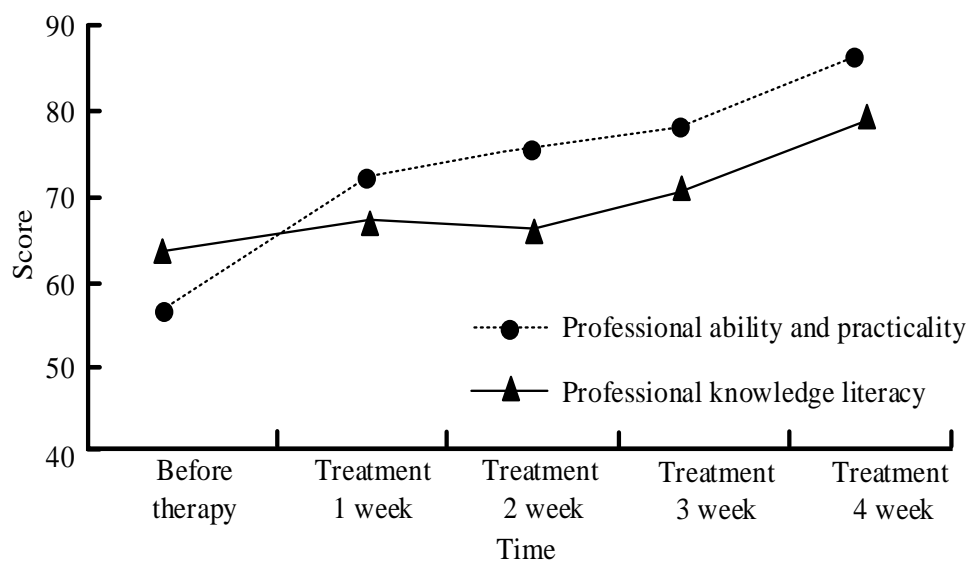


Figure 1. The score statistics of students' professional practice ability and literacy over time under the new teaching mode

Conclusions: Integrating social psychology into teaching reform and practice can effectively guide teachers to grasp the characteristics of the teaching process and the psychological law of students, and innovate teaching design and teaching mode according to professional development planning, so as to meet the needs of students and improve their professional knowledge, skills and literacy. Higher education should pay attention to the active integration of social psychology into teaching practice in the future educational practice, and cultivate practical professionals for the country on the premise of meeting the educational concept of building morality and cultivating people.

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THE WAY TO STRENGTHEN THE GUIDANCE OF COLLEGE STUDENTS' IDEOLOGICAL AND POLITICAL EDUCATION FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology refers to the use of psychological theories or research results to carry out educational intervention, carry out conscious intervention according to the psychological laws and change characteristics of both teaching subjects and objects, and explore its teaching effect in a specific situation. Educational psychology can help teachers effectively intervene and solve students' psychological and learning problems in curriculum design, teaching method improvement and teaching motivation guidance. Based on psychology, educational psychology constructs the relationship between pedagogy and psychology, discusses the relationship between students' personality development and educational environment, the relationship between ability development and knowledge learning, social development and standardized learning, and the regularity between teaching effectiveness and talent training, and is committed to improving teaching quality and meeting the needs of teaching subjects. On the basis of practicing the cultivation concept of people-oriented and cultivating people through moral education, educational psychology actively intervenes in the teaching process and teaching subject and object with the help of psychological theory, which is imperceptibly internalized in mind and practice, providing ideological weapons and innovative ideas for curriculum design. The teaching method is the link between teachers' teaching design and students' actual learning effect. It is the best test means of curriculum effect. In terms of ideological and political education, various schools of pedagogy in history have directly established their own theoretical system based on the corresponding psychological point of view. The teaching process is the process of teaching interaction. Its essence is the choice of methods, and the psychological characteristics of teachers and students will make the teaching effect and teaching focus different. Different psychological characteristics and goal orientation will lead to the difference and enthusiasm of students' learning attitudes. At present, efficient college students often ignore the importance and urgency of ideological and political education and study with the mentality of coping with exams and single pursuit of achievement, which makes it difficult for students' ideological and moral cultivation to be greatly improved. At present, the current situation of ideological and political education mainly focuses on teachers' teaching, and the teaching means are relatively single and solidified, which makes teaching a mere formality, and there are still some deficiencies in improving students' enthusiasm and initiative to participate in the classroom. It is unable to give full play to the guidance and guidance of ideological and political education, and it is difficult to improve students' ideological and political level. Therefore, from the perspective of educational psychology, it is of great practical significance and value to carry out teaching reform from the aspects of the design of teaching content, the selection of teaching resources and the evaluation of teaching mode, pay full attention to the needs and psychological change characteristics of students, innovate the teaching path of ideological and political education and give full play to its leading power.

Objective: To analyze the law and characteristics of students' psychological changes in the process of ideological and political education with the help of educational psychology, so as to improve the goal and teaching effect of ideological and political education on students' ideological guidance and moral quality training, improve the teaching quality, and explore a new promotion path of ideological and political education.

Research objects and methods: Taking the students of three majors in a university as the research object, the research first collects information on the current situation of ideological and political teaching and the learning problems and needs of college students, then innovates and optimizes the teaching mode of ideological and political education, and constructs a new promotion path in line with students' psychological needs and ideological and political teaching objectives from the perspective of educational psychology. This model is used to test the quality and effect of teaching and the changes in students' ideology and morality.

Method design: Explore the correlation between educational psychology and ideological and political education with the help of principal component analysis, innovate and optimize the original ideological and political education classroom on this basis, analyze the learning effect and ideological and moral improvement of the experimental objects within three months with the new model, and make statistical comparison of the experimental data. To explore the influence mechanism of educational psychology on college students' ideological education level.

Methods: Principal component analysis was used to explore the correlation between educational psychology and ideological and political education 0 analysis tool to process the experimental data, and

with the help of the teaching situation changes before and after the application of the new ideological and political teaching model.

Results: From the perspective of educational psychology, strengthening the innovation of teaching means of ideological and political education will help to improve students' ideological level, enrich the diversification of ideological and political education, and play its leading and guiding exemplary role. The research explores the innovation of the teaching path of ideological and political education from the perspective of educational psychology. The results show that educational psychology can greatly improve students' enthusiasm to participate in the classroom and their ideological and moral level on the basis of considering students' needs and ideological and political teaching objectives. Table 1 shows the score statistics of students' ideological and political teaching effect before and after the improvement of classroom teaching mode.

Table 1. The score statistics of students' ideological and political teaching effect before and after the improvement of classroom teaching mode

Time	Ideological and moral level	Ideological knowledge reserve	Learning enthusiasm	Establishment of correct values
Before improvement	17.79±3.15	14.16±3.31	12.44±5.32	18.24±4.15
After improvement	24.35±4.52	28.37±1.26	19.45±7.15	27.87±3.46

Conclusions: Educational psychology can lay a psychological scientific foundation for China's teaching reform, and is committed to serving practical education so that teachers can improve teaching level and quality on the basis of grasping the psychological laws and teaching characteristics of teaching subjects and objects. The application of educational psychology in ideological and political teaching can make the coordinated development of educational resultant force and the leading force of ideological and political education, and promote the formation of correct values of college students.

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APPLICATION OF NATIONAL TRADITIONAL PHYSICAL EXERCISE BEHAVIOR AND AEROBIC EXERCISE IN ADULT PSYCHOLOGICAL ANXIETY

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Background: In essence, psychological anxiety refers to a strong and lasting emotional experience produced by individuals in the face of irresistible external pressure. At the same time, psychological anxiety will also produce corresponding physiological and behavioral changes, which is an adaptive response formed in the process of human evolution. Individuals with different degrees of psychological anxiety have different effects. Moderate psychological anxiety can make people in a more urgent and positive psychological state, and then provide motivation for their work and life. Excessive psychological anxiety will cause people's emotional regulation imbalance, and then fall into an "emotional trap" and have a negative impact. Studies have shown that 30%-50% of adults have varying degrees of psychological anxiety, and the factors affecting their psychological anxiety mainly include social cognitive factors, personality factors and work pressure. Adults have certain differences between their own cognitive level and social cognition, as well as differences in individual personality and psychological tolerance, which makes adults produce great psychological pressure and anxiety in complex working environment and social competition. The psychological anxiety of adults will not only affect their physical and mental health, but also lead to work efficiency, family situation and other problems. Some experts and scholars have put forward the "work demand control support" model for adults' psychological anxiety in order to improve their mental health level, but the effect of the model mainly depends on adults' control and binding on their own ability, which is not conducive to the dredging of their psychological emotions to a certain extent. The key to alleviating adults' psychological anxiety is to help them realize correct self-cognition and social cognition and find ways to vent their emotions. The traditional national physical exercise and aerobic activities focus on the overall view of human life, emphasize the relationship between human life activities and the natural environment, and pursue a harmonious internal and external health state, which can effectively regulate people's emotional and psychological problems. Therefore, with the help of physical exercise forms and aerobic activities, helping adults release their emotions and guiding them to pay attention to their cognition

and correctly evaluate their health status can help to form the awareness and habit of lifelong exercise, so as to alleviate their psychological anxiety, improve their mental health level, and deal with the changes around them with a more positive and peaceful attitude.

Objective: To help adults with psychological anxiety get rid of negative emotions and improve their interest in physical exercise, so as to release bad emotions and improve their mental health level.

Research objects and methods: Adults with psychological anxiety were selected as the research objects. After collecting the information of students' physical exercise and mental health, they were then trained for one month. And select martial arts, Taijiquan, aerobics and other sports methods to intervene adults with different degrees of psychological anxiety. After the experiment, the changes of the subjects in different stages were counted with the help of the mental health self-test scale and mood state scale, so as to better explore the impact mechanism of physical exercise on adult mental health.

Method design: Firstly, the subjects were classified according to their mental health status and problems, and then the subjects were randomly divided into different groups according to different physical exercise intervention methods. After three months, the mental health status of different groups was sorted and analyzed to explore the intervention mechanism of traditional physical exercise and aerobic exercise on adult psychological anxiety.

Methods: With the help of SPSS21.0 statistical analysis tools were used to sort out and analyze the scores of the mental health scale and mood state scale before and after the experiment, and the experimental results were obtained.

Results: Traditional physical exercise guided adults to pay attention to endogenous value and perceived strength in the form of light, slow and powerful exercise, helped them look at the changes in themselves and their surrounding environment in a relatively calm state of mind, and aerobic exercise can relieve people's body and mind, alleviate the psychological pressure and psychological anxiety of the subjects, and improve the level of mental health. The results show that traditional physical exercise can effectively improve adults' negative emotions such as compulsion, depression, anxiety and hostility, and help them improve their mood and mental health. The score of adults' mental health before and after Wushu training in Table 1.

Table 1. The mental health scores of adults in Wushu training group before and after the experiment

Time	Somatization	Interpersonal relationship	Anxious	Depressed	Psychotic
Before experiment	1.52±0.28	1.75±0.41	2.13±0.51	1.96±0.69	1.62±0.27
After experiment	1.23±0.21	1.53±0.34	1.15±0.35	1.23±0.32	1.23±0.40
<i>P</i>	<0.05	<0.05	<0.05	<0.05	<0.05

Conclusions: Traditional physical exercise and aerobic exercise can effectively improve people's physical function and mood state, and have high theoretical and practical value for people's health state. With the characteristics of relaxation and freedom, these sports help adults focus on themselves and reduce their psychological pressure and burden from external environmental conditions. Greatly alleviated psychological anxiety. As a relatively relaxed way, physical exercise can effectively help adults release negative emotions and cultivate their awareness of physical health through lifelong exercise.

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ON THE GUIDANCE AND CULTIVATION OF STUDENTS' SINGING PSYCHOLOGY IN VOCAL MUSIC TEACHING IN COLLEGES AND UNIVERSITIES

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Background: Vocal music majors in colleges and universities have certain standards for their evaluation views and ways of thinking, and their psychological state has begun to take shape, but it has not reached the mature stage. The contradiction of psychological thinking is the main feature of vocal music majors at this time. At the same time, the differences in singing ability and self-cognition level will make students have negative psychological emotions such as anxiety, anxiety, tension and conflict in vocal music singing, and produce psychological problems such as obsessive-compulsive disorder, anxiety disorder, hypochondriac disorder and depressive disorder, among which anxiety psychology is the most common psychological problem. Anxiety psychology refers to students' anxiety about unknown things under the influence of

complex environment and their own psychological cognitive limitations. At the same time, interpersonal relationships, test pressure, social fear and other factors will make students have psychological burdens and pressure, and then show negative mentality and psychological problems such as anxiety in vocal music singing teaching. Positive emotional psychology can help students better deal with the psychological emotions brought by the changes of environmental conditions, and help them improve their psychological problems and classroom performance. Negative emotional psychology will increase college students' worry and anxiety about uncontrollable behavior, affect their study and life, and attack their enthusiasm and confidence. In the process of vocal music teaching in colleges and universities, the interactive influence process of teaching and learning includes psychological suggestion, the psychological response, psychological control and the cultivation of spiritual will, which can effectively transmit skill information to students, and then produce different psychological feedback to students through the perception of auditory information and brain information processing, so as to affect students' emotional expression and psychological regulation. Vocal singing is a sound art based on people's own voice, which can produce emotional and spiritual resonance with the audience to the greatest extent. Therefore, exploring the guidance and cultivation of college vocal music teaching on students' singing psychology can alleviate students' psychological problems and guide and cultivate students' singing psychology with the help of the psychological regulation of enunciation and resonance and the cultivation of emotion.

Objective: To study from the vocal music teaching classroom as the starting point, explore the psychological problems of students in the process of singing teaching, and actively intervene them, effectively alleviate the negative emotions and psychological problems of vocal music students in teaching practice, pay attention to the guidance and cultivation of their singing psychology, and improve their mental health level and learning quality.

Research objects and methods: Firstly, the study screened the mental health of students majoring in national vocal music in a university, and took the students with singing psychological obstacles and psychological problems as the research object. Then, with the help of the analytic hierarchy process, the index level and target level were constructed to innovate the current vocal music teaching mode. The innovative vocal music teaching model is applied to the research object. The experimental time is four weeks to explore the guidance and training mechanism of college vocal music teaching on students' singing psychology.

Method design: After analyzing the singing psychological characteristics and mental health problems of the research objects, bring them into the process of teaching design improvement, and optimize the teaching means and teaching scheme, in order to design the classroom teaching mode and means in line with the singing psychology of vocal music students. And collect and analyze the data of the subjects' singing psychological changes, mental health status and learning effect before and after the experiment, so as to draw the experimental conclusion.

Methods: The optimization and innovation of vocal music teaching mode was realized by analytic hierarchy process, and SPSS21.0 statistical analysis tool to process and analyze data.

Results: Vocal music teaching can cultivate students' perception and understanding of art with the help of vocal music singing form. The teaching effect will directly affect the changes in students' learning psychology and learning quality. Innovating and optimizing the vocal music teaching mode can effectively help teachers optimize the design of teaching plans, teaching means and teaching courses from the individual differences and psychological needs of students, and then strengthen the correct guidance and cultivation of students' singing psychology. The results show that the innovation of vocal music teaching means and the diversity of programs greatly alleviate the negative emotions and psychological problems of vocal music majors and improve their mental health level. Table 1 shows the scores of the singing psychological anxiety scale of the subjects before and after the experiment.

Table 1. The scores of singing psychological anxiety scale of the subjects before and after the experiment

Anxiety dimension	Before the experiment		After the experiment	
	Average value	Standard deviation	Average value	Standard deviation
Boredom	3.74	2.32	1.35	1.06
Anxiety	3.24	1.41	1.76	1.15
Escape emotion	4.63	2.16	1.45	1.18
Resistance	3.97	1.64	1.75	1.47

Conclusions: Higher national vocal music education can improve students' understanding and creativity of art through the study of basic theoretical knowledge and the appreciation and practice of artistic ability. Through the innovation of teaching mode, it can greatly improve students' psychological problems, meet

their psychological needs and improve their professional ability. In the process of vocal music teaching in colleges and universities in the future, teachers should pay attention to the grasp of students' singing psychological and emotional value, pay attention to their psychological change law in time, and promote the diversified development of vocal music education and teaching and the all-round and healthy growth of students.

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LEGAL PROTECTION OF THE RIGHTS OF PATIENTS WITH MENTAL DISORDERS FROM THE STANDPOINT OF MARXISM

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Background: Mental disorder is a kind of mental disease, which refers to the disorder or abnormality of perception, emotion, thinking and other activities caused by various reasons, resulting in obvious psychological pain or social adaptation and other functional damage of patients. Mental disorders can be divided into general mental disorders and serious mental disorders according to the severity of the disease. Serious mental disorders refer to mental disorders with serious disease symptoms, resulting in serious damage to patients' social adaptation and other functions, unable to fully understand their own health status or objective reality, or unable to deal with their own affairs, mainly including schizophrenia, paranoid psychosis schizoaffective disorder, a mental disorder caused by epilepsy and mental retardation. Since the implementation of China's mental health law on May 1, 2013, the rights of patients with mental disorders have been formally, comprehensively and systematically protected. Previously, statements about "mental illness" or "mental illness" appeared more in laws and regulations such as the criminal law, the administrative punishment law and the criminal procedure law. The term "mental disorder" is used in national legislation for the first time in the mental health law, which is connected with the expression of "mental disorder" used in relevant documents of the World Health Organization (WHO) and reflects the human and humanistic care for patients with mental disorders. Finding the best governance balance between the safety of public order and the protection of basic human rights of patients with mental disorders is not only a major theoretical problem but also a thorny practical problem. In the manuscript of economics and philosophy in 1844, Marx pointed out that there are differences between man and animals, that is, man, as the subject, not only carries out objectified activities, but also takes himself as the object for research and creation, which is the special place that man is superior to animals. The universality of human is manifested in that the scope of human control and objectification of nature is much larger than that of animals, while animals lack this universality and can only cling closely to nature in a narrow range and consume the ready-made limited resources of nature. Patients with mental disorders have neurological disorders or disorders, which are manifested in abnormalities in perception, consciousness, thinking, emotion, intelligence and behavior. Although the functions of patients' natural and social attributes are weakened or damaged, it does not mean the lack of human nature and should share human dignity.

Objective: The protection of the rights of patients with mental disorders mainly involves the medical security system, guardianship system and admission system. Taking the Marxist theory of "human" and human rights as the logical starting point, through the analysis of the specific system of the protection of the rights of patients with mental disorders, it is found that the values behind the system are supported, which constitute the legal basis of the legitimacy of the protection of patients' rights, and these values come from the moral concepts, history and culture of our times and space political and economic factors. Finally, looking back at the reality of the protection of the rights of Chinese patients with mental disorders, we should protect the legitimate rights and interests of patients to the greatest extent from the perspective of the rule of law.

Research objects and methods: 300 patients with mental disorders were randomly selected. According to the main causes of mental disorders, taking the Marxist theory of "human" and human rights as the logical starting point, the patients were given a rule of law guarantee scheme combining Marxism, and the effect was observed after application.

Study design: The patients were randomly divided into study group and control group, with 150 cases in each group. The control group was given the conventional treatment plan for mental disorders, and the study group implemented the rule of law guarantee plan based on Marxism on the basis of the conventional group. After treatment, the self-designed statistical table was used to calculate the improvement rate of

clinical symptoms before and after treatment, including indifference, poor thinking, low willpower, attention disorder, sleep disorder and hallucination. The statistical results were compared and analyzed to judge the psychiatric status of patients before and after the intervention of the rule of law guarantee scheme based on Marxism.

Methods: The relevant data were calculated and counted by Excel and SPSS17.0.

Results: The results showed that after the intervention treatment, the clinical symptoms of indifference, poor thinking, low willpower, attention disorder and hallucination in the study group were significantly better than those in the control group ($P < 0.05$). There was no significant difference in sleep disorders between the two groups ($P > 0.05$). It shows that the rule of law guarantee scheme combined with Marxism is far better than conventional therapy on the whole. See Table 1.

Table 1. Comparison of clinical symptom improvement effect between the two groups before and after treatment (n)

Group	Emotional indifference	Poverty of thought	Will decline	Attention disorders	Sleep disorders	Hallucinatory delusion
Research group	124	118	96	112	134	44
Control group	84	78	72	78	94	60
χ^2	6.625	5.852	7.593	8.286	1.29	1.149
P	<0.05	<0.05	<0.05	<0.05	>0.05	<0.05

Conclusions: The value concept of the protection of the rights of patients with mental disorders in China is heavy control and restriction, and lack of attention and attention to their rights. Especially when patients endanger social and public safety, the legitimacy and rationality of the protection of their rights are questioned by the public, and the protection of the rights of patients with mental disorders as a socially vulnerable group has been absent for a long time. The protection of the rights of patients with mental disorders is not only related to their own personal health, employment, marriage and family, but also a comprehensive social management problem beyond the scope of medicine. Therefore, long-term and effective provision of legislative security, administrative security, judicial security and social security system will improve the legal protection mechanism of the rights of patients with mental disorders, and the rights and interests of patients will be safeguarded to the greatest extent.

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ON THE TEACHING REFORM OF MONGOLIAN INFORMATION PROCESSING COURSE FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: As a scientific way of organically combining pedagogy and psychology, educational psychology can explore the basic psychological laws and development modes between education and learning in various practical situations of education and teaching. Not only that, educational psychology can also apply psychology to the process of education. It is effective practical educational research means. In the application category of educational psychology, it includes the internal and external situations of teachers and students, mainly reflected in teaching psychology and teaching behavior, and students' psychology and learning behavior. Under the guidance of scientific teaching theory, educational psychology can study and discuss the basic laws and the interaction between teachers and students in the teaching process, which is helpful to improve the teaching quality and teaching effect, and play a significant role in the smooth development of teaching work. In diversified teaching scenarios, educational psychology can have different positive effects, and even speed up the reform and optimization of related courses. Mongolian information processing course is a basic course of Mongolian Chinese bilingual teaching for Mongolian majors. Its main teaching contents are Mongolian language and characters with a long history and the way of processing Mongolian codes. Mongolian information processing involves the relevant knowledge of many different disciplines, including linguistics, logic, psychology, computer science and so on. In the information age, using computers to accurately process and analyze Mongolian language and text information can help the Mongolian nation realize the development of social modernization. Therefore, it is urgent to carry out effective reform on the teaching of Mongolian information processing course. Integrating

the relevant theories of educational psychology into the teaching reform of Mongolian information processing course can improve the reform efficiency to a certain extent and ensure the teaching quality of Mongolian information processing course.

Objective: At present, there are few colleges and universities offering Mongolian information processing courses in China, and the teaching effect of Mongolian information processing course is not satisfactory due to the particularity of language in ethnic minority areas and the shallow mastery of Mongolian information knowledge by staff. This research will reform the teaching mode of Mongolian information processing course from the perspective of educational psychology, in order to study the psychological phenomenon of middle school students in the process of Mongolian information teaching, emphasize the importance of Mongolian information processing course, and improve the teaching effect of Mongolian information processing course.

Research objects and methods: From the perspective of educational psychology, 150 students of Mongolian information processing course in three universities were randomly selected, 50 in each university. This paper evaluates and analyzes the psychological phenomena of all college students in the teaching process of Mongolian information processing course, and compares the changes of college students' psychological phenomena before and after the teaching reform of Mongolian information processing course.

Research design: 150 college students were taught Mongolian information processing course after integrating into the theoretical reform of educational psychology. After a three-month teaching intervention, the teaching evaluation method was used to evaluate and analyze the Mongolian information processing level of college students. In addition, the decision tree classifies the psychological phenomena of college students in Mongolian information processing course, and obtains the comparison results of the changes of their psychological phenomena before and after the reform.

Methods: For the evaluation scores and psychological phenomena of Mongolian information processing courses of college students, Excel software and SPSS24.0 are used for calculation and analysis, in order to explore the reform effect and teaching results of Mongolian information processing course from the perspective of educational psychology.

Results: The changes of students' psychological phenomena before and after the teaching reform of Mongolian information processing course are shown in Table 1. According to Table 1, from the perspective of educational psychology, in the teaching process of Mongolian information processing course, college students mainly have four psychological phenomena: weak learning motivation, poor learning enthusiasm, prone to burnout and fear of difficulties or resistance. Before the reform, there were a large number of students with these four negative psychological phenomena among all the tested college students. Among them, the students with poor learning enthusiasm and prone to burnout accounted for more than 50%, 56.67% and 52.67% respectively. After the teaching reform of Mongolian information processing course, the proportion of students with four psychological phenomena has decreased, and the decline is large. This shows that the teaching reform of Mongolian information processing course can effectively improve the negative psychological phenomenon of college students and improve their learning enthusiasm and learning effect.

Table 1. Changes of college students' psychological phenomena before and after the reform

Psychological phenomenon	Before reform		After reform	
	Number of people	Proportion (%)	Number of people	Proportion (%)
Weak learning motivation	47	31.33	11	7.33
Poor learning enthusiasm	85	56.67	32	21.33
Prone to burnout	79	52.67	34	22.67
Fear of difficulties or resistance	64	42.67	25	16.67

Conclusions: The research and development of Mongolian information processing technology is of great significance for the Mongolian nation to realize social modernization as soon as possible. However, at present, the construction of Mongolian information processing curriculum in China is still in the primary stage, and its teaching mode and teaching effect need to be improved and improved. From the perspective of educational psychology, reforming the teaching mode of Mongolian information processing course can significantly improve the negative psychological phenomenon of college students.

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CREATIVE THINKING MODE AND COGNITIVE IMPAIRMENT OF KNOWLEDGE FILM AND TELEVISION EDITORS AND DIRECTORS FROM THE PERSPECTIVE OF NEW MEDIA COMMUNICATION

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Background: In the process of traditional media constantly being impacted by emerging media, in order to comply with the changes of the trend of the times and the development of society, an innovative professional group, namely film and television editors and directors, has been formed in the mass media. Under the influence of the wide popularization of the Internet, film and television editors and directors have developed to a certain extent and established the core position of the media. From the perspective of new media communication, knowledge film and television editors and directors can give full play to their characteristics of wide coverage and strong functionality. However, in order to adapt to the changing trend of the public and mainstream media, knowledge film and television editors and directors should carry out continuous innovation and optimization. It can be seen that the relevant practitioners of knowledge film and television editing and directing not only need to have excellent professional knowledge and high professional quality, but also should have innovative thinking mode. Therefore, the practitioners of knowledge film and television editing and directing bear great work pressure in a severe working environment, which is prone to mental and psychological abnormalities and even cognitive impairment. Among the common mental diseases, cognitive impairment is one of the most serious symptoms and negative effects. It is mainly manifested in a series of symptoms, such as memory impairment, learning impairment, executive dysfunction, aphasia, apraxia and so on. There is an interactive relationship between various symptoms of cognitive impairment, which will accelerate the deterioration of patients' condition, resulting in cognitive impairment becoming a serious psychological disease, which is difficult in the process of diagnosis and treatment. Cognitive impairment will have a great negative impact on patients' thinking logic level and self-care ability, which is a heavy burden for patients themselves and their families.

Objective: From the perspective of new media communication, the cognitive impairment of the innovative thinking mode of knowledge film and television editors and directors will significantly affect the work quality of film and television editors and directors, and hinder the work and development of knowledge film and television editors and directors from different aspects. In order to optimize the innovative thinking mode of knowledge film and television editors and directors and cultivate their innovative thinking ability, this research will focus on the perspective of new media communication, and conduct an in-depth exploration on the cognitive obstacles of innovative thinking mode of knowledge film and television editors and directors, in order to eliminate the cognitive obstacles and their negative effects, so as to promote the improvement and optimization of innovative thinking mode.

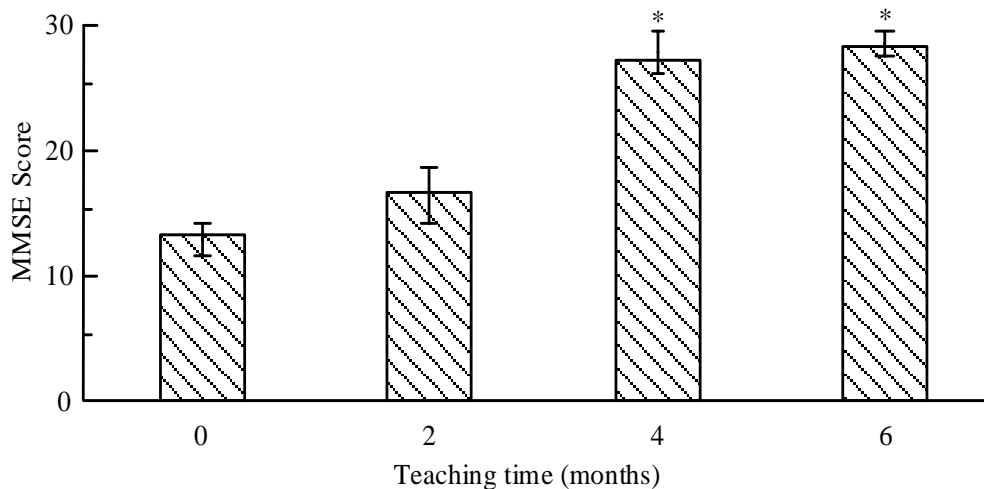
Research object and method: 90 knowledge film and television editors and directors with cognitive impairment were selected as the research object. The level of innovative thinking and the severity of cognitive impairment symptoms were evaluated by Torrance Tests of Creative Thinking (TTCT) and Mini-mental State Examination (MMSE).

Research design: For all knowledge film and television editors and directors with cognitive impairment, the training of knowledge film and television editors and directors from the perspective of new media communication is adopted, and the training intervention time is set as 6 months. After the intervention, the data indexes of knowledge film and television editors and directors with cognitive impairment, namely TTCT score and MMSE score, were analyzed.

Methods: Before and after the intervention, TTCT and MMSE were used to evaluate the level of innovative thinking and the severity of cognitive impairment symptoms of all subjects. The total MMSE score was 30. If the MMSE score of the subjects was less than 27, they were accompanied by cognitive impairment, and the evaluation data were statistically analyzed by Excel software and SPSS22.0 software. The difference was statistically significant ($P < 0.05$).

Results: Before the intervention, the MMSE score of 90 knowledge film and television editors and directors with cognitive impairment was low, indicating that they all had cognitive impairment. After 2 months of intervention, MMSE score increased, but the increase was small, which was not statistically significant compared with that before intervention ($P > 0.05$). After 4 months of intervention, the MMSE score of knowledge film and television editors and directors with cognitive impairment increased significantly to less than 27 points, which showed that the knowledge film and television editors and directors were no longer accompanied with cognitive impairment, and the difference was statistically significant ($P < 0.05$). After 6 months of intervention, the increase of MMSE score of all knowledge film and television editors and directors decreased, but still maintained a continuous upward trend. The MMSE score

decreased significantly compared with that before the intervention, and the difference was statistically significant ($P < 0.05$).



Note: * $P < 0.05$ compared with that before teaching.

Figure 1. Comparison of MMSE scores at different time nodes before and after intervention

Conclusions: The innovative thinking mode and ability of knowledge film and television editors and directors play a decisive role in their career development and the normal development of film and television editors and directors. From the perspective of new media communication, exploring the creative thinking mode and cognitive impairment of knowledge film and television editors and directors, and carrying out targeted training can significantly improve the cognitive impairment of knowledge film and television editors and directors.

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THE OPTIMIZATION STRATEGY OF COMMUNITY PUBLIC SPACE TRANSFORMATION BASED ON THE BEHAVIOR CHARACTERISTICS OF PATIENTS WITH COGNITIVE IMPAIRMENT

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Background: The high-frequency symptoms of cognitive impairment are the abnormalities of human brain advanced functions such as emotion, memory, logic and thinking, and the cognitive impairment of patients in one aspect is likely to cause cognitive impairment in other aspects. The causes of cognitive impairment diseases are mostly the abnormal activity of human cerebral cortex, which is generally treated with antioxidants Glutamate receptor antagonists and other drugs or surgical treatment. At present, most patients with cognitive impairment still live in urban areas. Whether the public space layout of the community is reasonable and scientific will also affect their symptoms. Moreover, the unreasonable layout of public space may stimulate the intense negative emotions of patients with cognitive impairment. For example, planning the parking area to the entrance and exit downstairs of the patient's room may make the patients have angry psychological emotions and even make some acts of damaging others' property. Therefore, in the process of community public space transformation, we should consider the feelings of patients with cognitive impairment as much as possible, and this may help to alleviate the symptoms of patients with cognitive impairment, but the correctness of this conclusion needs to be verified by social experiments.

Objective: To understand the life and behavior patterns of Chinese patients with cognitive impairment in residential areas, and design experiments to verify the impact of different community space optimization and transformation strategies on their disease severity.

Participants and methods: Through visits, interviews and other means, from community managers, property managers and patients with cognitive impairment in the community, to understand the life and

behavior patterns of patients with cognitive impairment in residential areas. To analyze the relationship between the symptoms of patients with cognitive impairment and their community public space. Then a social experiment was designed. Six communities with cognitive impairment living in China and requiring public space transformation were selected, and then 214 residents with different degrees of cognitive impairment were selected as the research objects. They were divided into experimental group and control group. Each group came from three communities, and the communities of members in each group could not overlap. Before the start of community transformation, all selected patients with cognitive impairment were interviewed with semi-structured interview of the same standard to understand the severity of cognitive impairment symptoms before the experiment. The severity was divided into four categories: asymptomatic, mild, moderate and severe symptoms according to the frequency of onset, intensity of onset emotion and duration of onset, four numbers 1, 2, 3 and 4 are used for quantification. The communities of the members of the experimental group are required to think from the perspective of patients with cognitive impairment and meet their needs of action and thinking mode as much as possible. For example, the roads should be straight and easy to observe as much as possible, while the community transformation process of the control group does not interfere. Six months after the reconstruction of the selected community space, the research objects in the community will be interviewed again with the same standards and contents, and the contents of each interview will be recorded for subsequent analysis.

Results: All the measurement type features in the study were displayed in the form of mean \pm standard deviation for *t*-test, and the counting type features were displayed in the form of number or proportion of number for Chi-square test. The significance level of difference was taken as 0.05. After the interview of all research objects in the community, the statistical interview contents are shown in Table 1.

Table 1. Statistics of cognitive impairment severity of subjects

Interview time	Experience group	Control group	<i>P</i>
Before community reconstruction	2.74 \pm 0.20	2.75 \pm 0.18	1.174
After community reconstruction	1.62 \pm 0.21	2.95 \pm 0.22	0.002
<i>P</i>	0.001	0.025	-

It can be seen from Table 1 that before the transformation of community space, the *t*-test output *P* value between the quantitative scores of cognitive impairments of the two groups was 1.174, which was greater than the significance level. It is considered that the data difference is significant. After the transformation of community space, the average quantitative scores of cognitive impairments in the experimental group and the control group were 1.62 and 2.95 respectively. The former was significantly lower than the latter, and the results of *t*-test showed that the data were significantly different. In addition, there was also significant difference in the quantitative score of cognitive impairment before and after the transformation in the control group, and the value after the transformation was higher as a whole.

Conclusions: In order to deal with the deterioration of the condition of Chinese patients with cognitive impairment because the transformation of community space in their residential area is not in line with their own wishes, this study designed and carried out a social experiment on the basis of investigating and understanding the life and behavior patterns of Chinese patients with cognitive impairment in residential areas. The experimental results show that after the transformation of community space, the average quantitative scores of cognitive impairments in the experimental group and the control group without additional intervention were 1.62 and 2.95 respectively. The former was significantly lower than the latter, and the results of *t*-test showed that the data were significantly different. The experimental results show that in the process of community transformation, considering the psychological needs of patients with cognitive impairment, adjusting the spatial layout, the style and color allocation of public decorations will help to alleviate the symptoms of patients.

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CHINESE TRADITIONAL CULTURAL ELEMENTS UNDER COGNITIVE IMPAIRMENT ARE INTEGRATED INTO THE TRADITIONAL IDEOLOGICAL EXPRESSION OF ANIMATED FILMS

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Background: Chinese traditional culture has a strong historical heritage and has a profound influence in painting, architecture, opera, poetry, thought and other aspects. With the rapid development of science and technology, Chinese traditional culture still plays a positive role in the operation and development of all walks of life, among which cultural edification is the most significant. In recent years, the reconstruction and dissemination of Chinese traditional culture by animated films has attracted much attention. More and more animated film production has integrated a large number of Chinese traditional cultural elements, and made an in-depth analysis on the application of Chinese traditional cultural elements from the aspects of subject selection, scene design, character modeling, music special effects and so on. As a product of the development of science and technology, animated films show earth shaking changes in their forms of expression in the process of continuous optimization and renewal of science and technology. Although the development of audio-visual technology of animated film makes the audience enjoy more unique aesthetic pleasure, the internal essence and artistic details of animated film still exist in its ideological purport. Integrating Chinese traditional cultural elements into animated films can realize the expression of traditional ideas to a certain extent. Cognitive impairment and memory impairment are the main symptoms of cognitive impairment and memory impairment. Patients with severe cognitive impairment may gradually lose their basic self-care ability, causing a heavy psychological burden on patients and their families. In the process of appreciating animated films, patients with cognitive impairment will have different understanding of the traditional thought expression of integrating Chinese traditional cultural elements into animated films due to their different severity of cognitive impairment. The effect of traditional thought expression in animated films will also react on patients with cognitive impairment and play a certain role in alleviating their cognitive impairment.

Objective: As a valuable material for film and television creation, Chinese traditional culture plays an important role in guiding and promoting the development of film and television. Its thick historical heritage and rich story content make the creation of animated films tend to diversified development. Integrating Chinese traditional elements into the creation of animated films can promote the formation of national style of animated films in China to a certain extent. However, in the process of practical application, there are still some urgent problems to be solved, such as how to combine the spirit of the times, optimize aesthetic ideas, and fully express traditional cultural ideas. Based on this, from the perspective of cognitive impairment, this study will explore the current situation and problems of traditional thought expression of Chinese traditional cultural elements into animated films, and put forward corresponding solutions, in order to promote the innovation and application of Chinese traditional cultural elements in animated films, and then provide strong support for the elimination of patients' cognitive impairment.

Research objects and methods: 500 animated film viewers with cognitive impairment were investigated. The level of cognitive impairment was evaluated and analyzed by Severe Impairment Battery (SIB) and Mini Mental State Examination (MMSE).

Research design: SIB is mainly used to evaluate the cognitive impairment level of patients with cognitive impairment before and after Chinese traditional cultural elements are integrated into animated films. Nine evaluation factors are set in SIB, including attention, visual perception, structure, social communication and so on. The lower the SIB score, the more serious the cognitive impairment of the patient.

Methods: Integrate Chinese traditional cultural elements into animated films as an intervention means, and compare and analyze the SIB score and MMSE score of all animated film viewers before and after the intervention. Using Excel software and SPSS25.0 software for statistical analysis of all evaluation data, with $P < 0.05$ as the standard with statistical significance.

Table 1. Evaluation results of cognitive impairment level of audience before and after the integration of Chinese traditional cultural elements into animated films

Evaluation scale	Before intervention		After intervention		<i>t</i>	<i>P</i>
	Mean scale score	Standard deviation	Mean scale score	Standard deviation		
SIB	59.44	2.13	83.47	2.53	162.470	0.000
MMSE	24.13	1.24	28.05	1.03	54.376	0.000

Results: Table 1 shows the evaluation results of the cognitive impairment level of the audience before and after the integration of Chinese traditional cultural elements into animated films. According to Table 1, before the intervention, the cognitive impairment of the tested audience was relatively serious, and their sib scores and MMSE scores were low. After the intervention, the average scores of the two items were

significantly improved, in which the SIB score increased to more than 63 and the MMSE score increased to more than 27, indicating that the cognitive impairment symptoms of the audience were effectively alleviated.

Conclusions: The integration of Chinese traditional cultural elements into animated films can significantly enhance the script charm of animated films and express the corresponding cultural connotation on the basis of enhancing their visual effect. From the perspective of cognitive impairment, it can effectively improve the audience's SIB score and MMSE score, and significantly improve their cognitive impairment.

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CHINA'S PARTICIPATION IN GLOBAL VALUE CHAIN, INNOVATION CHAIN AND COLLABORATIVE UPGRADING OF INDUSTRIAL CHAIN UNDER COGNITIVE IMPAIRMENT

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Background: As an abnormal manifestation of the brain's advanced intelligent processing process, cognitive impairment has a great influence on patients, mainly including learning impairment, memory impairment, executive dysfunction, visuospatial disorder, agnosia, apraxia and other related symptoms. Patients with early cognitive impairment still have certain social functions, and their main clinical manifestations are memory impairment and intellectual decline. With the continuous deterioration of the disease, the judgment and cognitive ability of patients with cognitive impairment will gradually disappear, showing emotions and behaviors that are difficult for ordinary people to understand, and even completely divorced from society. The cognitive level and severity of cognitive impairment in patients with cognitive impairment are not invariable. Both of them can change under the influence of external factors. Since the reform and opening up, China's socio-economic level and development capacity have continued to improve, from the stage of rapid economic growth to the stage of high-quality economic development. In this context, China has actively participated in the division of labor in the global industrial chain, effectively promoted the adjustment of industrial structure and promoted the transformation and upgrading of industry under the function of maximizing its comparative advantage. At present, China is in the middle of the global value chain. Because the United States still stably occupies the top level of the global value chain and innovation chain, and Germany and Japan occupy the high value-added link of the global value chain under the development mode of "production + innovation", China still has great dependence on the sending country in the process of participating in the global value chain and innovation chain. In the actual development process of China's innovation intensive industries, external related factors will have a certain negative impact on them. For example, major public health emergencies lead to the phenomenon of broken chain and demand at the import and export ends respectively. In order to achieve high-quality economic development, China must effectively adjust and improve the way of participating in and leading economic globalization, mainly through the deployment and optimization of innovation chain around biomedicine, aerospace and other related industries, so as to maximize the advantages of China's super large-scale market potential and complete industrial chain. It will help to realize the double spiral leap between innovation chain and industrial chain, and achieve the purpose of embedding high-quality into global innovation intensive industries. Under the background of China's participation in the collaborative upgrading of global value chain, innovation chain and industrial chain, from the perspective of cognitive impairment, we can more deeply and comprehensively explore the collaborative upgrading of China's participation in global value chain, innovation chain and industrial chain, and explore the improvement of patients with cognitive impairment under the influence of this factor.

Objective: As an active contributor to the global value chain, China needs to optimize the interactive relationship between the innovation chain and the industrial chain on the basis of achieving high-quality economic development, so as to promote the coordinated upgrading of the two. This study will focus on the perspective of cognitive impairment, analyze the impact of China's economic development on the global value chain, dig out the weaknesses and weaknesses of China's economy to achieve high-quality development, and put forward corresponding solutions, in order to achieve the goal of coordinated development of innovation chain and industrial chain. In addition, it is also necessary to explore the effect

of China's participation in the coordinated upgrading of global value chain, innovation chain and industrial chain on the relief of symptoms of patients with cognitive impairment.

Research objects and methods: Select 380 people with cognitive impairment as the research object, through data research and K-means clustering algorithm, explore effective measures to promote China's participation in the global value chain, innovation chain and industrial chain collaborative upgrading, and explore the improvement of symptoms of patients with cognitive impairment.

Research design: The main content of the research is divided into two aspects. On the one hand, it refers to the influence of collaborative upgrading promotion measures of innovation chain and industrial chain from the perspective of cognitive impairment, expressed by 1-5 respectively. The greater the number, the stronger the influence. On the other hand, it refers to the recovery of various cognitive functions of patients with cognitive impairment. The evaluation results of patients with cognitive impairment were analyzed by Clinical Global Impression (CGI). CGI mainly includes three evaluation items: severity of illness (SI), general evaluation of curative effect and curative effect index. Here we mainly explore the severity of illness. Using the 8-level scoring method, 0-7 respectively represent the different levels of cognitive impairment symptoms from mild to severe.

Methods: Using Excel and SPSS22.0 collect, calculate and analyze the results obtained from the questionnaire survey.

Results: The research results show that from the perspective of cognitive impairment, the influence of the four measures to promote the collaborative upgrading of innovation chain and industrial chain is different, as shown in Figure 1. In Figure 1, A, B, C and D represent four promotion measures, namely, optimizing fiscal policy, building an embedded pattern of internal and external innovation chains and productivity, promoting a high degree of integration and optimization of regional value chains, and promoting the coordinated development of leading enterprises and small and medium-sized enterprises. C has the lowest influence, only 3. The influence level of the two promotion measures a and B is in the middle, and their influence is 4, D has the greatest influence.

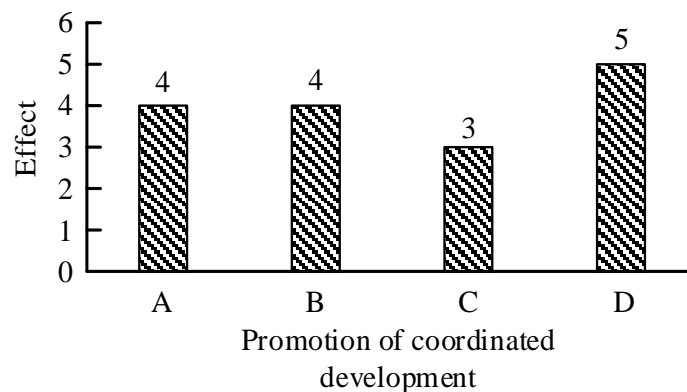


Figure 1. Influence of promotion measures for collaborative upgrading of innovation chain and industrial chain under cognitive impairment

Table 1. Symptom improvement of patients with cognitive impairment under the background of China's participation in the coordinated upgrading of global value chain, innovation chain and industrial chain

SI score	Symptom severity	Before collaborative upgrade	After collaborative upgrade
0	Disease free	1	34
1	Basically disease-free	4	57
2	Extremely light	13	92
3	Light	33	115
4	Moderate	146	43
5	Lay particular stress on	138	39
6	Severe	40	0
7	Extremely heavy	5	0

Table 1 shows the symptom improvement of patients with cognitive impairment before and after the collaborative upgrading of innovation chain and industrial chain. Compared with before the upgrading, the severity of patients with cognitive impairment after the collaborative upgrading has been significantly alleviated, the number of patients with severe and extremely severe cognitive impairment has decreased to

0, and a large number of patients with cognitive impairment have been evaluated as disease-free, basically disease-free and very mild.

Conclusions: Under the background of China's participation in the coordinated upgrading of global value chain, innovation chain and industrial chain, the severity of symptoms of patients with cognitive impairment can be effectively alleviated and improved, and even some patients can completely eliminate cognitive impairment.

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EMPIRICAL RESEARCH AND OPENING STRATEGY OF INTERNATIONAL COMPARISON OF CHINA'S SECURITIES MARKET FROM THE PERSPECTIVE OF COGNITIVE IMPAIRMENT

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Background: Cognitive impairment is a loss of cognitive function caused by many factors, mainly manifested in learning impairment, memory impairment, aphasia and other symptoms. In the trading process of the securities market, there are certain financial risks and loss probability. Investors are very likely to produce negative psychological emotions under the negative impact of a large loss of investment amount, resulting in the loss of different types of cognitive function and cognitive impairment. As the core supporting point of market economy, stock exchange plays an important role in the development of market economy. The efficiency and stability of its operation play a decisive role in the sustainable and healthy development of market economy. The role of the stock exchange is not only to provide a safe and convenient place for the smooth circulation of securities, but also has other diversified functions, including price discovery, fund disclosure, fund raising, resource allocation and so on. With the global stock exchanges interconnected, the listing and trading of major securities exchanges have formed a severe competitive trend. For a country, the relative competitiveness of the securities market is extremely important, affecting the operation efficiency of the securities market and symbolizing the country's international status. The competitiveness of China's securities market in international comparison needs to be analyzed from the perspective of listed companies and investors. From the perspective of listed companies, it is found that when companies in Europe choose stock exchanges for listing, they prefer stock exchanges with stronger protection of investors' rights, better liquidity, higher efficiency and larger scale, and stock exchanges with strict accounting rules will be excluded. From the perspective of investors, data envelopment analysis is used to compare and rank the top 45 stock exchanges in the world. It is found that the stock exchanges in New York and Hong Kong have strong listing competitiveness and trading competitive advantages. Even the ranking of Indian stock exchange is also ahead of Shanghai Stock Exchange and Shenzhen Stock Exchange. It can be seen that the financial supervision of the capital market can have a positive impact on the listing competitiveness of the stock exchange to a certain extent. From the perspective of investors with cognitive impairment, exploring the empirical research and opening strategy of international comparison of China's securities market will help to promote the steady development of China's securities market and eliminate the cognitive impairment of investors.

Objective: At present, there are few international comparative studies on the competitiveness of stock exchanges, mainly because the A-share market itself and its comparison with H-shares consume a lot of time and energy. The continuous downturn of the market competitiveness of the stock exchange may lead to varying degrees of cognitive impairment for investors. This research will study the international comparison of China's securities market from the perspective of cognitive impairment. Based on the perspective of psychology and relevant theories, this research will explore the empirical data and opening strategies of international comparison of securities market, in order to eliminate the cognitive impairment of investors and promote the steady development of China's securities market.

Research objects and methods: 120 stock exchange investors with cognitive impairment were selected for the study, and the degree of cognitive impairment of 120 investors was evaluated by Mini-Mental State Examination (MMSE) and Mental Health (MH) of SF-36.

Research design: 120 investors with cognitive impairment were given an empirical analysis based on cognitive psychology. The intervention time was set at 4 months. Before and after the intervention, relevant survey data were collected to compare and analyze the improvement of cognitive impairment and the change of investment return of investors before and after the intervention.

Methods: Excel software and SPSS24.0 software, as the main data analysis tool, completes the statistics and analysis of relevant data.

Results: Before the intervention, the MMSE score of investors in stock exchanges was low, maintained at about 15.01. After the intervention, the MMSE score increased to about 25.03. The comparison results of MMSE scores before and after intervention showed that the difference was statistically significant ($P < 0.05$). See Figure 1 for details.

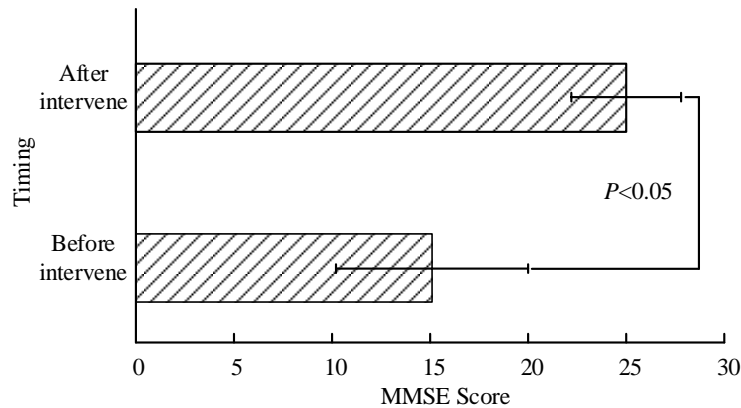


Figure 1. Comparison of MMSE scores of investors in stock exchanges before and after intervention

Conclusions: From the perspective of cognitive impairment, the empirical research and opening-up strategy of international comparison of China's securities market based on cognitive psychology has a good application effect, which can significantly improve investors' MMSE score and effectively eliminate investors' cognitive impairment. The opening strategy of international comparison of China's securities market from the perspective of cognitive impairment proposed by this study can enable investors to always maintain a high level of mental health and make reasonable investment judgments and decisions in the investment process.

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PROTECTION TOURISM DEVELOPMENT OF INTANGIBLE CULTURAL HERITAGE UNDER THE TOURISM EXPERIENCE OF COGNITIVE IMPAIRMENT

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Background: Cognitive impairment is a mental health disorder that has a negative impact on various cognitive abilities. It will lead to the impairment of individual basic cognitive function, which is mainly externalized into executive dysfunction, learning and memory impairment, sensory motor function limitation, complex attention decline, aphasia and agnosia. The memory ability and language ability of patients with cognitive impairment will be significantly reduced, accompanied by abnormal emotion or behavior, which is difficult to carry out normal social, work and life. Patients with cognitive impairment will show some functional impairment or decreased ability in all aspects, and even have great difficulty in leisure activities such as tourism experience. The intangible cultural heritage protection tourism development of tourism experience has great attraction and influence on normal tourists, and its influence on tourists with cognitive impairment is unknown. Intangible cultural heritage is a kind of precious cultural heritage. Its transmission mode is oral and heart-to-heart instruction from generation to generation. It is not only a single cultural heritage, but also a symbol of the cohesion and continuation of the spirit of all nations in the world. At present, most scholars believe that intangible cultural heritage has the basic characteristics of uniqueness, historicity, inheritance, nationality, regionality, intangibility and diversity. In addition, intangible cultural heritage should also have the characteristics of popularity and vulnerability. The popularity is reflected in the strong local flavor and popular color covered in the intangible cultural heritage. This is because the intangible cultural heritage is mainly produced and continuously spread among the people. Under the adaptation and innovation of folk artists in previous dynasties, it has been recognized by the public and inherited. Vulnerability is mainly reflected in the fact that intangible cultural heritage is very vulnerable to change and destruction. Due to the particularity of Intangible Cultural Heritage

Inheritance, it will be irreparable once it is destroyed. Therefore, intangible cultural heritage is often faced with the risk of extinction, which is also one of the manifestations of its vulnerability. Based on this, it is very important to develop the protective tourism of intangible cultural heritage.

There are some differences between tourism experience and traditional tourism model. The former focuses more on the physical and mental feelings of the noumenon, which is the embodiment of the internal spiritual pursuit. Tourism experience is a kind of value experience of certain significance to individuals or society. It is the result of the active participation of tourism subjects and the interaction with tourism objects. Tourism development under cognitive impairment can explore more diversified tourism experience from the perspective of cognitive psychology. On the basis of realizing the protective tourism development of intangible cultural heritage, we can also explore its impact on tourists with cognitive impairment.

Objective: Tourism experience is a way to compensate for physical and mental deficiency, which can make individuals establish contact when they travel with the external world, watch and imitate, so as to improve their psychological level and adjust their psychological structure. Explore the development model of intangible cultural heritage conservation tourism under the cognitive barrier of tourism experience, in order to dig out the best measures to study and protect intangible cultural heritage, and improve the cognitive impairment of tourists.

Research objects and methods: 108 tourists with cognitive impairment were randomly selected on the tourism website as the research object, and four tourism experience modes were constructed from the perspective of cognitive psychology, so that all subjects could choose and evaluate them. According to the evaluation results, we can analyze the attitudes of tourists with cognitive impairment towards different tourism experience modes and the changes of their own cognitive impairment symptoms.

Research design: From the perspective of cognitive impairment, the tourism experience model is divided into four types: compensatory tourism experience, reclusive tourism experience, extreme tourism experience and cognitive tourism experience. Using ant colony classification algorithm, count and analyze the number and proportion of various tourism experience choices.

Methods: Using Excel and SPSS24.0 to collect data and calculate the number of people who choose different tourism experience modes.

Results: Different tourism experience models have different characteristics of cognitive impairment, of which 41 and 37 choose extreme tourism experience and reclusive tourism experience respectively, which shows that most tourists with cognitive impairment have a good desire to escape from the secular world and return to nature.

Table 1. Description of different tourism experience modes and tourist selection

Different tourism experience modes	Specify	Select number of people	Proportion (%)
Compensatory tourism experience	Physical and psychological deprivation	5	0.05
Reclusive tourism experience	Escape from the real world of daily life	37	0.34
Extreme tourism experience	The pursuit of individualized contact	41	0.38
Cognitive tourism experience	Get to know the unknown world	25	0.23

Conclusions: The intangible cultural heritage protection tourism under the cognitive impairment can eliminate the cognitive impairment of tourists to a certain extent and restore them to the normal level of mental health. Under the positive influence of different tourism experience modes, they devote themselves to the research and protection of intangible cultural heritage in the process of tourism.

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PSYCHOLOGICAL METHODS AND THEIR APPLICATION IN THE IDEOLOGICAL AND POLITICAL WORK OF EMPLOYEES IN STATE-OWNED ENTERPRISES

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Background: In the process of sustainable development and improvement of socialist market economy,

social competition is becoming more and more fierce, the process of state-owned enterprise system reform is also advancing, the economic benefits of state-owned enterprises have been greatly improved, and their asset scale has been innovated and expanded. In this context, the ideological and political work in state-owned enterprises should also carry out long-term and lasting reform and development. By strengthening the development of ideological and political work in state-owned enterprises and improving the management mechanism of ideological and political work, we should improve the effectiveness of employee management in state-owned enterprises, so as to improve the professional quality and moral level of employees in state-owned enterprises. Finally realize the establishment of excellent corporate culture of state-owned enterprises. In the actual process of the ideological and political work of employees in state-owned enterprises, the ideological and political educators in state-owned enterprises bear the important task of improving the overall quality of employees. To ensure the smooth development of ideological and political work to state-owned enterprises, which is the prerequisite for the stable development of state-owned enterprises. Some leaders of state-owned enterprises insist on the supremacy of interests and believe that the ideological and political work of employees is far less important than economic development. Therefore, it will usually promote the ideological and political work to give way to the production and operation of enterprises. The lack of ideological and political work of employees in state-owned enterprises is not conducive to the daily operation and sustainable development of enterprises. Based on this, we must deeply explore the problems existing in the current ideological and political work of state-owned enterprises, put forward corresponding solutions to the problems, and optimize the ideological and political construction scheme of enterprises. Moreover, the way of carrying out the ideological and political work of employees in state-owned enterprises also needs to be improved and optimized. The traditional ideological and political work has problems such as marginalization, singleness and lack of innovation, which makes it difficult for the ideological and political work of employees in state-owned enterprises to achieve remarkable results. The essence of ideological and political work of employees in state-owned enterprises is ideological and political education, so it is feasible to apply appropriate psychological methods in it. In the process of carrying out their daily work, employees of state-owned enterprises are faced with external diversified influencing factors, including social ideological trend, competitive employment system, social structure reform, etc., which leads to the ideological characteristics of employees of state-owned enterprises showing strong profit seeking, competitiveness and confusion. Based on the perspective of psychology, this paper observes the psychological changes and causes of employees in state-owned enterprises, and can take some targeted measures to ensure the effectiveness of ideological and political work of employees in state-owned enterprises.

Objective: In the reform of state-owned enterprises, many deep-seated relations and problems need to be adjusted to fully realize the reform of the system. As the spiritual driving force of enterprise development, the ideological and political education of employees in state-owned enterprises involves many problems such as interests, responsibilities and rights in the system reform of state-owned enterprises. In order to reasonably coordinate the relations among various parties and achieve the purpose of promoting the smooth development of the reform of state-owned enterprises, we must start with the ideological and political work. In the ideological and political work of employees in state-owned enterprises, it is necessary to adopt appropriate psychological methods and combine relevant systems to correctly guide, educate and motivate employees, cultivate employees' professional sentiment of loving their posts, dedication and pioneering spirit, and then help state-owned enterprises develop healthily under the mutual promotion of spiritual and material strength. It highlights the importance and necessity of ideological and political work.

Research objects and methods: 26 employees of state-owned enterprises were randomly selected from three state-owned enterprises, a total of 78. Analyze the performance of all employees during the intervention period, and give them ideological and political education from the perspective of psychology.

Research design: From the perspective of psychology, the traditional ideological and political education was improved and optimized, and then 78 employees of state-owned enterprises were educated from the perspective of psychology. At different time points before and after the intervention experiment, the employees were asked to evaluate their satisfaction with the ideological and political education.

Methods: The satisfaction of state-owned enterprise employees with different ideological and political education work was divided into three levels: dissatisfaction, general and satisfaction. Excel software and SPSS22.0 were used for statistics and analysis.

Results: After the intervention, the satisfaction evaluation results shown in Table 1 were obtained. According to Table 1, there are only 4 dissatisfied employees of state-owned enterprises, accounting for 5.13%. The proportion of employees who choose general and satisfied employees is 62.82% and 32.05% respectively, which is much greater than the former. The results of satisfaction evaluation show that the ideological and political work from the perspective of psychology has a good educational effect.

Table 1. Evaluation results of state-owned enterprise employees' satisfaction with ideological and political education [n (%)]

Degree of satisfaction	Dissatisfied (%)	Commonly (%)	Satisfied (%)
Before intervention	19 (24.36)	25 (32.05)	34 (43.59)
After intervention	4 (5.13)	49 (62.82)	25 (32.05)

Conclusions: The ideological and political education work provides the reform power and development path for state-owned enterprises. It is very important to pay attention to the development of the ideological and political work of the employees of state-owned enterprises. The integration of psychological theory into the ideological and political work can significantly improve the satisfaction and professional quality of the employees and ensure the effectiveness of the ideological and political work.

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ON THE PROMOTING EFFECT OF COLLEGE PHYSICAL EDUCATION REFORM ON STUDENTS' MENTAL HEALTH FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology is one of the applied disciplines of psychology, and it is also an interdisciplinary discipline of psychology and pedagogy. Therefore, educational psychology has both the academic theoretical characteristics and practical application characteristics of psychology and pedagogy. The main research contents of educational psychology include human learning in educational context, the effect of educational intervention, teaching psychology, and the social psychology of school organization. The core idea of educational psychology is to apply the theory or research results of psychology to education. Educational psychology has a wide range of applications, including curriculum design, improvement of teaching methods, promotion of learning motivation and so on. It can even help students face various difficulties and challenges in the process of growth. Under the guidance of scientific teaching theory, educational psychology can study and discuss the basic laws and the interaction between teachers and students in the teaching process, which is helpful to improve the teaching quality and teaching effect, and play a significant role in the smooth development of teaching work. In diversified teaching scenarios, educational psychology can have different positive effects, and even speed up the reform and optimization of related courses. The current teaching mode and effect of physical education in colleges and universities are not optimistic, mainly in two aspects: students and teachers. At the level of students, it is mainly reflected in the unclear motivation of physical education learning, the difficulty of correctly choosing physical education learning items, the weak awareness of independent physical exercise and the lack of interest in physical education learning. At the level of teachers, there are two problems: the lack of rationality of physical education teaching methods and incomplete teaching equipment. From the perspective of educational psychology, a series of reforms on college physical education teaching can find the most appropriate physical education teaching mode from the perspective of students' psychology, so as to improve students' sports enthusiasm and enhance students' physical quality.

Objective: Physical education in colleges and universities is of great significance to comprehensively implement quality education and further promote the growth of students. From the perspective of educational psychology, college physical education teaching needs to undertake the important tasks of improving students' physical and mental health, helping students form good habits, guiding students to establish rule awareness and driving students to practice social morality. However, in the current process of college physical education, there are still many problems to be improved, including lack of teaching resources, lack of students' interest and so on. From the perspective of educational psychology, colleges and universities should continue to strengthen theoretical teaching, highlight the social value of teaching, pay attention to students' psychological needs by constructing a multi-dimensional resource system and reforming students' evaluation mechanism, so as to provide strong support for the reform and practice of college physical education teaching.

Research objects and methods: 322 non physical education majors in colleges and universities were randomly selected as the research object to receive targeted physical education teaching training from the perspective of educational psychology, and to explore their psychological and behavioral performance in the

process of physical education teaching.

Research design: At different time nodes before and after sports intervention, through the corresponding physical test and psychological test, obtain the corresponding data evaluation results, so as to complete the comparative analysis of the changes of college students' mental health and physical quality. Mental health mainly refers to the recognition of physical education, which is the same as the evaluation of physical quality. It is expressed at different levels from 1 to 5. The higher the number, the higher the recognition and the better the physical quality.

Methods: Before and after the exercise experiment, the psychological and physical quality data of college students were collected and analyzed by Excel and SPSS24.0.

Results: The evaluation results of college students' mental health and physical quality data before and after intervention are shown in Table 1. It can be seen from Table 1 that compared with before the intervention, the two index values of college students after the intervention showed a significant increase, indicating that the tested college students had a higher evaluation of physical education reform. After the targeted physical education training from the perspective of educational psychology, the physical quality of the tested college students has also been significantly improved.

Table 1. Evaluation of sports recognition and physical quality of college students

Recognition of physical education teaching		Physical fitness evaluation	
Before intervention	After intervention	Before intervention	After intervention
1	1	1	1
1	4	1	3

Conclusions: Targeted physical education teaching and training from the perspective of educational psychology can bring students' independent will into the teaching planning, effectively improve students' Sports initiative and interest in physical education learning, and finally successfully realize the reform and practice of physical education teaching in colleges and universities.

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ON THE FIT AND EFFECTIVE INTEGRATION OF AESTHETIC EDUCATION AND IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology is the product of the combination of educational activities and psychology. It is a science to explore the psychological law of middle school and teaching in the process of education. So far, educational psychology, as a science, has only a hundred years of history and is still a very young science. Educational psychology is a social psychology that studies human learning, the effect of educational intervention, teaching psychology and school organization under the educational situation. The focus of educational psychology is to apply the theory or research results of psychology to education. Educational psychology can be used to design courses, improve teaching methods, promote learning motivation, and help students face various difficulties and challenges in the process of growth. At the same time, the field of educational psychology is about the memory research of human learning process, cognitive process and individual differences (through cognitive psychology). The main task of this study is to reveal the basic psychological laws of students' learning and teachers' teaching, and use these laws to effectively promote students' learning. Students' learning is not only restricted by internal psychological factors such as their own learning ability, learning motivation and learning strategies, but also restricted by various external factors such as family, school, teaching materials and teachers' teaching. Educational psychology should study the psychological mechanism and law of these factors affecting learning. Specifically, educational psychology includes three aspects: first, the characteristics of educators. Educational psychology first needs to understand the characteristics of the executors of the educational process, that is, teachers, and the impact of these characteristics on the teaching process. Every educator has his own set of teaching ideas and methods, and the personality characteristics of educators will also affect the educational process. Second, the characteristics of educational objects. As the object of education, educators must understand the individual characteristics of the object of education and its

learning motivation, learning ability and learning habits. Only in this way can education be targeted and play a full role. Third, educational methods. The influence of different educational methods on different subjects and different teaching contents, and how educators cooperate with teaching methods to achieve good teaching results are also the research content of educational psychology.

Ideological and political courses and aesthetic education courses in colleges and universities are the key path and main position of modern college students' education, and the main channel to help higher vocational students establish correct three views. The teaching of college students' ideological and political course and aesthetic education course includes the content and requirements of mental health teaching. Basic courses also have relevant requirements for mental health teaching. Education should follow the law of internal acceptance of higher vocational students. It can be said that college students' healthy, positive and positive psychological state is the basis of good ideological and political morality and beautiful aesthetic education concept. Educational psychology is mainly committed to exploring people's internal happiness, optimism, gratitude, happiness and other positive and excellent qualities, advocating the appreciation of people's positive energy, and paying attention to people's survival and development and the perfect realization of life value. The idea of educational psychology runs through the whole process of the fit and effective integration of aesthetic education and ideological and political education in colleges and universities, creates a warm educational atmosphere, actively pays attention to the internal development needs of modern college students, and explores their own virtue and quality, which is conducive to guiding college students to improve their virtue and beauty, and then fully ensure the comprehensive and all-round development of modern college students.

Objective: This paper constructs a psychological intervention model based on the integration of aesthetic education and ideological and political education in colleges and universities, which aims to improve the positive personality of college students, so as to ensure the physical and mental health and all-round development of college students.

Research objects and methods: 600 college students were selected as the research objects and divided into three groups: pure aesthetic education group (200), pure ideological and political education group (200), and aesthetic education and ideological and political integration education group (200). The intervention lasted for 1 month. Then combined with the positive personality scale, the students' positive personality is measured. The scale has 88 items, including 24 dimensions. The higher the score, the more stable the corresponding positive personality is. Finally, the changes of positive personality of the three groups of students are analyzed and compared.

Methods: All data were statistically processed by SPSS22.0.

Table 1. Changes of positive personality of college students in the three groups after one month of intervention (n=600)

Dimensions of college students' positive personality	Pure aesthetic education group (n=200)	Simple ideological and political education group (n=200)	Aesthetic education + ideological and political group (n=200)
Creativity	3.34±0.76	3.78±0.69	5.12±0.77*#
Curiosity	3.65±0.81	3.15±0.67	6.38±0.77*#
Judgment	3.78±0.66	3.03±0.61	6.51±0.84*#
Studious	3.78±0.69	3.06±0.79	6.72±0.71*#
Insight	3.15±0.67	3.34±0.76	6.01±0.62*#
Brave	3.03±0.61	3.65±0.81	6.59±0.63*#
Insist	3.06±0.79	3.78±0.66	5.97±0.67*#
Sincere	3.34±0.76	3.78±0.69	5.12±0.77*#
Enthusiasm	3.65±0.81	3.15±0.67	6.38±0.77*#
Love	3.78±0.66	3.03±0.61	6.51±0.84*#
Kindhearted	4.00±0.59	3.06±0.79	6.72±0.71*#
Intelligence	3.09±0.65	3.34±0.76	5.95±0.70*#
Team	3.09±3.60	3.65±0.81	4.28±0.64*#
Fair	3.66±0.74	3.78±0.66	6.39±0.67*#
Leadership	3.56±0.68	4.00±0.59	6.97±0.64*#
Tolerant	3.77±0.73	3.09±0.65	5.97±0.67*#
Modest	3.78±0.69	3.09±3.60	5.12±0.77*#
Cautious	3.34±0.76	3.66±0.74	6.38±0.77*#

Autonomy	3.65±0.81	3.56±0.68	5.12±0.77*#
Appreciate	3.78±0.66	3.77±0.73	6.38±0.77*#
Gratitude	3.78±0.69	3.78±0.69	6.51±0.84*#
Hope	3.15±0.67	3.15±0.67	6.72±0.71*#
Humor	3.03±0.61	3.03±0.61	6.01±0.62*#
Faith	3.06±0.79	4.00±0.59	6.59±0.63*#

Note: * $P < 0.05$ compared with the pure aesthetic education group, # $P < 0.05$ compared with the pure ideological and political education group.

Results: Table 1 shows the changes of positive personality of college students in the three groups after one month of intervention. It can be seen from Table 1 that the students in the aesthetic education and ideological and political integration education group scored the highest in all dimensions of positive personality, with statistical difference ($P < 0.05$).

Conclusions: The effective integration teaching mode of aesthetic education and ideological and political education in colleges and universities based on educational psychology not only has a high degree of consistency, but also can fully improve the positive personality, and then has important value for the psychological development of students, which is worth popularizing and applying in the practice of teaching reform in colleges and universities.

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ANALYSIS OF INNOVATIVE TEACHING REFORM IN COLLEGE FINANCIAL ACCOUNTING EDUCATION UNDER COGNITIVE IMPAIRMENT

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Background: As a psychological disease, cognitive impairment develops from the perspective of psychological disease. In essence, cognitive impairment can be attributed to a kind of neurocognitive impairment, which is mainly manifested in many levels of psychological disorders, such as thinking, perception, memory, learning and so on. In the field of medicine, cognitive impairment mainly includes six kinds: social cognition, complex attention, language, perceptual motor function, learning and memory, and executive function. Mild cognitive impairment is characterized by wandering, anxiety, depression, forgetfulness, memory and attention loss. Moderate cognitive impairment is characterized by further deterioration of cognitive ability. Patients are characterized by large emotional fluctuations, paranoia, anxiety, reduced ability of understanding and language expression, and reduced resolution of objective things such as time. Severe cognitive impairment developed further from moderate cognition. Patients show a decline in overall function and develop dementia, which will lead to delusion, indifference, lack of self-care ability and so on. This disease can be divided into congenital and postnatal. The main congenital factor is autism, such as growth retardation. Acquired factors mainly include HIV, prion disease, Parkinson’s disease, traumatic brain injury, Alzheimer’s disease and so on. According to the different types of psychological cognitive impairment, it can be divided into three types: mental disorder, mild neurocognitive impairment and severe neurocognitive impairment. However, as a mental disease, cognitive impairment does not have more significant external manifestations than the traditional psychological, emotional, behavioral and physical disorders. On the contrary, cognitive impairment is the concept of maladaptation caused by maladaptive cognition, and its clinical manifestations are more recessive. Moreover, because the function of the brain is complex, different types of cognitive impairment are interrelated, that is, cognitive problems in one aspect may lead to cognitive abnormalities in another or more aspects (for example, if the patient has defects in attention and memory, there will be obstacles to solving the problem). Therefore, cognitive impairment is one of the most difficult problems in the diagnosis and treatment of brain diseases. For patients with cognitive impairment with obvious mental and neurological symptoms, such as depression, anxiety and sleep disorders, symptomatic treatment can be carried out according to their condition. In

addition, according to the etiology and pathogenesis of cognitive impairment, different neuroprotective agents can be used, such as brain circulation improvers, energy metabolism activators, neurotransmitters and nerve growth factor protectors, calcium antagonists, glutamate receptor antagonists, antioxidants, glial cell regulators and non-steroidal anti-inflammatory agents. It is widely used to treat cognitive impairment caused by different diseases. In short, there is no unified diagnosis and treatment plan and method for patients with cognitive impairment at this stage. We should actively explore new ideas and directions for the treatment of patients with cognitive impairment.

At the same time, cognitive impairment also brings many challenges to the professional education of financial accounting in colleges and universities. It is mainly manifested in that students are difficult to learn activities due to their own cognitive impairment, and directly affect students' mental state and academic performance. In view of the negative impact of cognitive impairment on the learning of college students majoring in financial accounting, we should pay enough attention to it and take targeted solutions in the specific teaching practice of college financial accounting. For students with cognitive impairment, build an innovative teaching reform system to help students explore their way of thinking and problem-solving skills, so that students can correctly understand their own problems, and fundamentally grasp the relationship between the learning of financial accounting courses and their own psychological development, so as to reverse students' cognitive impairment by solving students' cognitive style. At the same time, ensure the innovative development of financial accounting education in colleges and universities.

Objective: This paper constructs a teaching model of innovative reform of accounting major in colleges and universities based on psychological intervention, which aims to help students form correct cognitive concepts by alleviating the cognitive obstacles of students majoring in financial accounting, so as to realize self-worth and social value.

Research objects and methods: 200 college students majoring in financial accounting were selected as the research object and divided into control group and experimental group, with 100 students in each group. The measurement of students' cognitive impairment is carried out in combination with Montreal Cognitive Assessment scale (MoCA). The scale includes 7 factors. The higher the score, the better the cognitive function. The students in the control group took the traditional education mode of financial accounting specialty, while the experimental group took the teaching mode of innovative reform of accounting specialty in colleges and universities based on psychological intervention. After the intervention for three months, the improvement of cognitive impairment of the two groups of students was compared.

Methods: Use Excel software to complete data analysis.

Results: Table 1 shows the improvement of cognitive impairment of the two groups of students after 3 months. It can be seen from Table 1 that compared with the control group, the experimental group of innovative and reformed teaching mode of accounting specialty in colleges and universities based on psychological intervention has a better effect on improving the psychological cognitive impairment of accounting students, and there is a statistical difference between the two groups ($P < 0.05$).

Table 1. Improvement of cognitive impairment of students in the two groups after march ($n=200$)

Factor	Control group ($n=100$)	Experience group ($n=100$)	<i>P</i>
Executive ability	2.47±0.43	4.66±0.61	0.00
Naming ability	2.54±0.55	4.52±0.60	0.00
Attention	2.36±0.41	4.39±0.43	0.00
Language ability	2.69±0.59	4.45±0.56	0.00
Abstract ability	2.47±0.43	4.66±0.61	0.00
Delayed recall	2.54±0.55	4.52±0.60	0.00
Orientation ability	2.36±0.41	4.39±0.43	0.00

Conclusions: The innovative teaching mode of accounting specialty in colleges and universities based on psychological intervention can significantly improve the cognitive impairment of accounting students, and then has important value and significance for students to form correct cognitive concepts.

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ON THE CULTIVATION PATH OF RUSSIAN TO STUDENTS' LANGUAGE COGNITIVE IMPAIRMENT AND COMMUNICATION ABILITY

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Background: Cognitive impairment is developed from the perspective of psychological diseases. As a neurological cognitive impairment disease, in order to better understand cognitive impairment diseases, it is necessary to deepen the understanding of cognitive impairment from the perspective of cognitive type classification. Specifically, cognitive impairment includes two main types: perceptual cognitive impairment and thinking cognitive impairment. For perceptual cognitive impairment, it needs to be clear that perception belongs to the category of human perceptual cognition, which corresponds to the surface understanding of things. When people have perceptual cognitive impairment, they usually cannot understand the surface laws of things, and directly lead to doubts and fears about the common-sense world, which is reflected in the physiological level: the sensory threshold of the body is reduced, and they are extremely sensitive to their own breathing, blood pressure, heartbeat, gastrointestinal peristalsis, posture and posture. At the same time, they are highly sensitive to environmental stimuli, especially those regarded as threats by patients. In short, perceptual cognitive impairment only needs to trigger psychosomatic response according to the individual characteristics of its external image, without more contact with the thing itself. For thinking cognitive impairment, it needs to be clear that compared with perceptual cognition, thinking belongs to higher-level cognitive activities, including basic cognitive processes such as analysis, synthesis and comparison of things. Patients with thinking cognitive impairment can self-confirm that they have cognitive impairment because they have a stable conceptual basis. However, the negative effect is that patients will form a strong subjective bias because of their own concept cognition, resulting in patients falling into self-panic. Once there is a little physiological or psychological reaction, they will deny their treatment effect and think that their old disease is complex. In short, patients with thinking cognitive impairment often do not have a “sense of normality”, and always think that they are in the disease, which brings huge mental pressure to themselves, and brings great challenges to clinical treatment.

Language cognitive impairment is a typical manifestation of thinking cognitive impairment, which is mainly manifested in the lack of self-organization ability, the defect of language expression ability, the decline of communication ability, and has an important impact on the quality of life of patients. Relevant studies have pointed out that the main characteristics of Russian pronunciation include pronunciation, intonation, stress and rhythm, which makes Russian spelling simple, catchy, clear, smooth and powerful. When learners make progress in reading aloud and feel that they are reading correctly, they will have a sense of beauty, which plays an important role in enlightening people’s mood and soul. In view of this, this study designed a treatment model of language cognitive impairment based on Russian training, in order to alleviate the language communication disorder of cognitive impairment patients through Russian learning training, and then provide a perspective or a strategy for clinical treatment of cognitive impairment diseases.

Objective: Analyze the problems of language communication ability of patients with cognitive impairment, and design the treatment mode of language cognitive impairment based on Russian training, so as to help patients with language cognitive impairment build a good cognitive style and communication style, so that patients with language cognitive impairment can get rid of communication problems and have a normal dialogue with themselves, others and even society.

Research objects and methods: 100 patients with language cognitive impairment were selected as the research object and intervened in the treatment mode of language cognitive impairment under Russian training. The intervention period was 6 months. The scale has five factors: comprehensive verbal communication ability, oral reception function, oral expression function, written language reception function and written language expression function. The higher the score, the lower the symptoms of patients with language cognitive impairment.

Methods: All data were statistically processed by SPSS22.0.

Results: Table 1 shows the actual effect of the treatment mode of language cognitive impairment under Russian training after 6 months of intervention. On the whole, after the intervention of the treatment mode of language cognitive impairment under Russian training, the symptoms of patients with language cognitive impairment were significantly improved ($P < 0.05$).

Conclusions: The treatment mode of language cognitive impairment based on Russian training can effectively alleviate the language communication obstacles of patients, and then ensure that patients with language impairment can have normal dialogue with themselves, others and even society.

Table 1. The actual effect of the treatment mode of language cognitive impairment under Russian training after 6 months of intervention

Category	Before	After 3 months	After 6 months	P
Comprehensive verbal communication ability	1.39±0.43	2.75±0.61	4.38±0.47	0.00
Oral receiving function	1.45±0.56	2.69±0.59	4.64±0.59	0.00
Oral expression function	1.25±0.43	2.47±0.43	4.75±0.61	0.00
Written language receiving function	1.43±0.57	2.54±0.55	4.69±0.59	0.00
Written language expression function	1.28±0.43	2.36±0.41	4.47±0.43	0.00

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COORDINATED DEVELOPMENT OF COLLEGE STUDENTS' PARTY AFFAIRS CONSTRUCTION AND IDEOLOGICAL AND POLITICAL EDUCATION FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology originated from the western classical naturalistic educational thought, which was formally put forward by Pestalozzi. He explored the relationship between human mental nature and educational activities, combined the educational process with the psychological activities of learning and communication, and made educational activities psychological from the law of human nature. Pestalozzi believes that we should pay attention to the change law of psychological activities of educational subjects in educational activities, understand the development mechanism of students' learning psychology, so as to carry out educational activities selectively, and adjust the teaching details such as the development method, teaching content and teaching principles of teaching activities accordingly. Under the guidance of educational psychology theory, the reform of ideological and political education teaching activities in colleges and universities can promote the coordinated development of party affairs construction and ideological and political education of college students, effectively utilize psychological elements, tap students' internal learning potential, and promote students' all-round development in psychological health and study.

The theoretical core of educational psychology has multiple consistency with the fundamental goal of ideological and political education in colleges and universities. Educational psychology and ideological and political education take the internal psychological needs of college students as the starting point and foothold, and emphasize the dominant position and role of students in teaching activities. And educational psychology and ideological and political education are based on students' psychological development path, from the perspective of psychology, committed to promoting students' all-round development. In terms of function, educational psychology and ideological and political education both emphasize the positive guiding role of teachers in the teaching process, and believe that teachers should be guided by students' psychological demands and value needs, and take students' psychological characteristics as the index of educational guidance. Therefore, carrying out the ideological and political education of college students under the guidance of educational psychology can promote the correct establishment of college students' outlook on life, world outlook and values, and lead the ideological concept of college students to develop in a correct and positive direction. College students are also the main body of party affairs construction. The party affairs construction of colleges and universities needs to take the characteristics of students as the starting point and foothold, organize and carry out ideological education activities related to party affairs, screen activists to join the party in a planned way, improve the ideological and political quality of the whole teachers and students, and strengthen the in-depth understanding of the party by all teachers and students. Under the guidance of educational psychology, adjusting and reforming the ideological and political education curriculum in colleges and universities and realizing the coordinated development with the party affairs construction can effectively promote the progress and development of students' ideas and avoid college students shaking their position due to external impact.

Objective: Integrate the theory of educational psychology into the ideological and political education in colleges and universities, establish a new educational model for the coordinated development of college students' Party affairs construction and ideological and political education, help colleges and universities improve the ideological and political height of talent training, and send a group of high-quality talents for

the development of the party's cause and the prosperity and progress of the country. Organically integrate the ideological and political education of college students with the construction of party affairs, promote the improvement of the quality of ideological and political education, and guide college students to develop positive life values and ideological character.

Research design: Aiming at the coordinated development of college students' party affairs construction and ideological and political education, based on the theory of educational psychology, deepen the application of educational psychology theory in college ideological and political education, and build a comprehensive index system for the coordinated development of college students' party affairs construction and ideological and political education. The principal component analysis method is used to evaluate the index system, explore the relationship between college students' party affairs construction and ideological and political education, and find the main factors affecting their collaborative innovation and development, so as to lay a foundation for putting forward a new model of collaborative development between college students' party affairs construction and ideological and political education. The principal component analysis method is used to mathematically transform and standardize the index variables, distinguish the amount of information according to the sample of the index, judge the importance of the index, and realize the comprehensive evaluation of the main influencing factors of the coordinated development of college students' party affairs construction and ideological and political education.

Results: The eigenvalues and contribution rate of principal components are shown in Table 1. The principal components of the coordinated development of party affairs construction and ideological and political education of college students are top-level design, organic correlation and practical connection, and the cumulative variance contribution rate of the three components is 93.97%.

Table 1. Principal component eigenvalues and contribution rate

Composition	Characteristic value	Variance contribution rate (%)	Cumulative contribution rate (%)
Top level design	3.284	37.53	37.53
Organic correlation	2.417	31.05	68.58
Realistic connection	2.063	25.39	93.97

Conclusions: Under the impact of western ideological trend, some college students' resistance is low, and their ideological position is easy to waver. Therefore, under the guidance of advanced and scientific educational psychology theory, the research combines educational psychology theory with ideological and political education in colleges and universities, adjusts and optimizes the teaching mode of ideological and political education in colleges and universities, and promotes the improvement of students' political consciousness and the promotion of party affairs in colleges and universities. Through the coordinated development of college students' ideological and political education and party affairs construction, correct college students' wrong ideas, guide college students to plan their own future development from a correct perspective, and improve college students' enthusiasm for learning and life. To optimize and reform the existing mode of ideological and political education, we need to first solve the problems existing in the curriculum of ideological and political education and the construction of party affairs, strengthen the correlation between them, and then promote the coordinated development and progress of them under the guidance of positive work ideas, so as to establish a new mode of ideological and political education in line with the situation of the new era.

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THE RELATIONSHIP BETWEEN THE CHARACTERISTICS OF LITERARY WORKS AND THE AUTHOR'S PSYCHOLOGY IN CREATION

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Background: Social psychology analyzes the law of psychological activities of individuals and groups in the social environment, and explores the ideological, emotional and behavioral patterns of individuals under the constraints of others or groups. Social psychology analyzes the psychological characteristics of individuals such as interpersonal attraction, interpersonal perception and social promotion in the social

environment, and studies the unique psychological characteristics of social groups to understand the cohesion, group decision-making and psychological atmosphere of social groups. Social psychology focuses on the analysis of the relationship between individuals and groups in the social environment, which is closely related to personality psychology. Social psychology emphasizes the impact of the social situation on individuals and groups, and pays attention to the role of individuals and groups in the interpretation of the social situation they face. As a way of cultural and information communication, literary creation spreads individual emotion and information in the social environment through the form of literary works, and transmits the perception and experience of the author of literary works to other social individuals or groups, which has strong social-psychological characteristics.

The creation process of ancient Chinese literary works is a gradual cycle rising process, not a plane linear process. The creation process of ancient Chinese literary works transforms objective things and thoughts into words. After the author's internal processing, it contains strong personal characteristics of the author. Behind each ancient literary work, there is the organization and conception of the author's long-term ideas. This special writing feature of the author is produced by the interaction between personal style and social environment, and has a strong social-psychological attribute. Influenced by the social environment and group psychology, and combined with their own unique psychological characteristics and behavior patterns, the author has formed the unique style of the author of ancient Chinese literary works.

Objective: Based on the theory of social psychology, this study analyzes the creative process of ancient Chinese literary works, and explores the application of social psychology theory in the creation of ancient Chinese literary works. Through the analysis of the psychological meaning behind ancient Chinese literary works, this paper discusses the influence of social psychology theory on the creation of ancient Chinese literary works, hoping to make a new interpretation of ancient Chinese literary works from the perspective of social psychology and find a new entry point for the appreciation of ancient Chinese literary works.

Research design: Study the application of social psychology theory in the creation of ancient Chinese literary works in combination with historical documents, excavate the author's creative thinking and connotation behind typical ancient Chinese literary works through literary and artistic appreciation of typical ancient Chinese literary works, and interpret them from the perspective of social psychology. The expert scoring method is used to analyze the social-psychological factors in the process of Chinese ancient literary creation. 12 experts in social psychology and 13 experts in Chinese ancient literary works are invited to analyze and study the creative process of Chinese ancient literature and evaluate the relationship between Chinese ancient literary creation and social psychology.

Results: 25 experts rated the correlation between the creative process of ancient Chinese literary works and social psychology. The results are shown in Table 1. Both ancient Chinese literary works research experts and social psychology experts believe that the creation process of ancient Chinese literary works is strongly related to social psychology.

Table 1. 25 experts rated the correlation between the creative process of ancient Chinese literary works and social psychology

Competition duration	An expert in the study of ancient Chinese Literature	Social psychology expert
Individual characteristics	2	2
Social atmosphere	4	3
Thinking mode	3	3
Goal orientation	2	2

Conclusions: The formation of literary works is another form of speech output, and the author's speech output is its purposeful activity. The author creates literature to express his own thoughts, so as to influence others through literary works. The writing activity of ancient Chinese literary works is a highly comprehensive social practice, which requires the author's language operation ability. The author's emotional perception and expression in literary works are influenced by his personality psychology and social situation, which has strong characteristics of the times, and reflects the influence of social environment and groups on social individuals in the theory of social psychology. In the process of creating ancient Chinese literary works, the author is imperceptibly influenced by social psychology. The creative process of ancient Chinese literary works presents strong social psychological characteristics.

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THE DEVELOPMENT OF RURAL PRESCHOOL EDUCATION LED BY HIGH-QUALITY STATE-RUN KINDERGARTENS UNDER THE BACKGROUND OF EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology analyzes the changes of educational subjects' psychological activities in educational activities, studies the psychological basis of people's teaching activities in educational environment, and discusses the learning and teaching intervention in teaching activities. Educational psychology is based on psychological theory and has strong practicality. It can help teachers and students solve difficulties and problems in teaching activities, and is of great positive significance to the development of students' mental health. Starting from educational psychology, teachers can analyze students' cognitive and learning characteristics, formulate corresponding systematic teaching methods and design scientific and reasonable teaching schemes according to students' learning characteristics, which is of great value to promote the steady improvement of students' comprehensive ability. Preschool children are young, their thinking development is immature, they do not have strong logical thinking and thinking ability, and their enthusiasm and self-discipline in learning are low, so they need teachers' intervention and assistance. On the other hand, preschool children have many psychological characteristics such as jumping thinking and strong curiosity. From the perspective of educational psychology, taking the psychological change characteristics of preschool children as the research center can effectively help preschool education teachers master the psychological laws and characteristics of preschool children and improve the quality and level of preschool education from the psychological level.

With the needs of social development, the state pays more and more attention to preschool education and rural education, and rural preschool education has been raised to an unprecedented height. The development speed of rural areas is slow and the development process is backward. The important role of preschool education of preschool children in promoting people's all-round development is often ignored. And the lag of rural economy also hinders the development of high-quality preschool education, which lacks a certain material foundation. Therefore, in recent years, the state has increased its policy support and fund preference for rural preschool education, established state-run kindergartens in rural areas, implemented the free preschool education system, promoted the improvement of the level of rural preschool education, and alleviated the problem of difficult and expensive admission in rural areas.

Objective: From the perspective of educational psychology, through the research and analysis of the psychological characteristics of preschool children, this paper discusses the role of high-quality state-run kindergartens in leading the development of rural preschool education, analyzes the development of new rural preschool education state-run kindergartens behind the policy inclination, and provides reference for the further development and development of rural preschool education. The research makes an in-depth analysis of the problems and situation of rural public preschool education parks, and puts forward reflections and suggestions, hoping to put forward reasonable suggestions for the development and improvement of rural public preschool education parks and promote the development of rural public preschool education.

Research design: The research aims at the development of rural preschool education, analyzes the problems existing in the construction of rural state-run kindergartens, deeply analyzes the role of rural state-run kindergartens in the development of rural preschool education, and understands the development needs of state-run kindergartens under the environment of rural preschool education. It also analyzes the psychological characteristics of preschool children, deeply integrates the psychological needs of preschool children in kindergarten education from the perspective of educational psychology, constructs the development system model of rural state-run kindergartens, and discusses the development strategies of high-quality state-run kindergartens under the needs of rural preschool education. The chain weighting method index system is used for scoring and weighting, combined with expert judgment, so as to realize the numerical analysis of the differences between the development indicators of rural state-run kindergartens. The research explores the internal conditions for the establishment of rural high-quality state-run kindergartens from the development status and problems of rural state-run kindergartens, and puts forward the improvement strategies and suggestions for the establishment of rural high-quality state-run kindergartens combined with the weight comparison of the development index system of rural state-run

kindergartens.

Results: The statistical results of the problems existing in the existing rural state-run kindergartens are shown in Table 1. Although some achievements have been made in rural preschool education, there are still many problems. At present, the utilization rate of hardware facilities in rural state-run kindergartens is low, the professional quality of teachers is uneven, and the knowledge of preschool education is backward. At present, the management of rural state-run kindergartens is chaotic, the system construction is imperfect, there is a lack of management, the randomness of teaching activities and plan design is strong, and the curriculum of preschool education is unreasonable.

Table 1. Statistical results of problems existing in existing rural state-run kindergartens

Survey object	Kindergarten principal	Teachers	Parents of students
School running philosophy	1	2	2
Hardware facilities	2	1	2
Teacher qualification	1	1	1
School management	1	2	2
Instructional design	2	1	2

Conclusions: Through the analysis of the psychological characteristics of preschool children and the law of changes in psychological activities, this study strengthens the teaching and education construction of high-quality state-run kindergartens in China and promotes the development and progress of rural preschool education. From the current teaching situation of the existing state-run kindergartens, under the policy support, the allocation of hardware facilities and other resources of rural state-run kindergartens is basically in place, but there is a problem of low utilization rate of hardware facilities, which requires rural state-run kindergartens to actively use local resources and improve the level of teaching quality. In addition, rural state-run kindergartens should strengthen the construction of relevant management systems, standardize the daily teaching management of state-run kindergartens, improve the access threshold of teachers in rural state-run kindergartens, and provide targeted and planned professional skills training and guidance for teachers in rural state-run kindergartens.

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METHODS OF ELABORATING THE DEATH THEME OF CHILDREN'S LITERATURE UNDER COGNITIVE PSYCHOLOGY

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Background: Death is the only way in human individual life, and death, as the precipitation of life, is also one of the eternal themes in literary works. Literary works usually describe death from various angles to show the author's exclamation about death or life. Children's literature is a special branch of literary works. Because of its different readers, it is quite different from conventional literary works. The potential readers of children's literature are young children, so the authors of children's literature have special writing techniques in content selection and elaboration. In the elaboration of the death theme of children's literary works, the author often chooses to avoid the intuitive description of death and sadness, and choose to take death as the theme and integrate the hope of life, so that children's readers can perceive death in the text and realize the value of life.

Based on psychological knowledge, the theory of cognitive psychology absorbs the essence of many advanced theoretical achievements, such as information theory and cybernetics, and analyzes the process of individual psychological change from the perspective of experiment and information processing. Cognitive psychology believes that human cognitive process is the process of responding to external stimuli. Human cognition of knowledge or information goes through individual processing and storage, and finally stimulates individual sensory organs and enters individual memory. Cognitive psychology also emphasizes the enthusiasm of individuals in information search and processing. Individuals use strategies to actively search for information, process, store and express it. From the perspective of cognitive psychology, to look

at the cognitive process of children's readers on children's literature, through the analysis of children's psychological activities in the cognitive process of things, and from the perspective of children's cognitive psychological characteristics, to analyze children's stimulation and perception of death, a special thing, can be effectively analyzed from the perspective of psychology. It provides a reference for the author of children's literature to elaborate the theme of death.

Objective: Under the guidance of cognitive psychology theory, taking children's cognitive psychological characteristics and change law as the starting point, the research analyzes the elaboration methods of death theme in children's literary works, studies the expression mode of death theme in children's literary works, and discusses the narrative characteristics and value of death theme in children's literary works. I hope to explore new ideas for the writing of death theme in children's literature and promote the effective and reasonable display of death theme in children's literature.

Research objects and methods: The research adopts the combination of questionnaire and interview, takes the author of children's literature and children's readers as the survey object, discusses the value of death theme in children's literature from the two perspectives of author and readers, and understands the interpretation methods of death theme in children's literature at present. Through one-on-one interviews, the research deeply excavates the death theme of children's literature from the perspective of children's literature writers, discusses the expression form and value of the death theme in children's literature, and excavates the new elaboration ideas of the death theme in children's literature.

Research design: The research analyzes the rationality and objectivity of the death theme in children's literature works in the form of questionnaire, discusses the significance of the death theme in children's literature works from the perspectives of children's literature authors and children's readers, understands the author's and reader's cognition of the death theme in children's literature works, and analyzes natural death The narrative way of accidental death and suicide in children's literature.

Results: The survey results of the respondents' narrative recognition of different types of death themes in children's literary works are shown in Table 1. The results of the survey on the narrative recognition of different types of death themes in children's literature are shown in Table 1. The recognition of children's literature writers and children's readers on the narrative of natural death, accidental death and suicide death themes is at a high level. It is believed that incorporating the theme of death into children's literature can effectively expand the depth and width of children's cognition of the world and life.

Table 1. The survey results of the respondents' narrative recognition of different types of death themes in children's literary works

Survey object	Author of children's literature	Children readers
Natural death	4	4
Accidental death	3	3
Commit suicide	4	3

Conclusions: Integrating the theme of death into children's literary works can guide children's growth from the spiritual level, reveal the relationship between death and life to children through the form and language of natural literary works, and help children find the truth of life in the simple literary kingdom. Children recognize death through literary works, perceive death through virtual story scenes and backgrounds, obtain the power of life and hope behind death, help children experience the confusion and confusion of death, and establish a more positive outlook on life and values. Death often makes people fear, and contacting death through the plain language of literary works can effectively help children avoid the violent impact of death, help children establish a hazy cognitive impression of death, and guide children to correctly recognize and treat death when they really face death.

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INFLUENCE OF SPORTS GAME TEACHING METHOD ON THE PSYCHOTIC AND AESTHETIC FACTORS OF COLLEGE STUDENTS

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Background: Psychotic factor is an evaluation index of the severity of individual psychotic symptoms, which has wide applicability in the evaluation of psychotic symptoms. SCL-90 is a commonly used auxiliary

scale in the diagnosis of mental health in colleges and universities. It assists psychological counselors to evaluate the mental health level of college students through the self-evaluation of testers. The SCL-90 includes various types of psychiatric symptomatology. It analyzes the psychological health of the tester from 10 perspectives such as the tester's thinking, perception and interpersonal relationship, and the psychotic factor is the test factor for the tester's schizophrenic like symptoms, mainly on the tester's auditory hallucination, sense of control schizophrenic symptoms such as thought dissemination were evaluated. Schizophrenia is a serious brain disease. The psychological and behavioral characteristics of schizophrenic patients, such as thinking mode, emotional expression and behavior mode, are prone to distortion, which directly affects the social life, work and learning state of patients. Male aunts of schizophrenic patients distinguish the difference between illusion and reality in their self-imagination. Therefore, schizophrenic patients often have strange behavior, and their personality characteristics and behavior changes suddenly.

In recent years, with the advancement of social process, social competition is becoming increasingly fierce. The fast pace of life makes college students bear the pressure from society, family, campus and other aspects, which has a great negative impact on college students' mental health and daily quality of life. In recent years, the mental health problems of college students are worrying. There have been a large number of campus emergencies caused by the mental health problems of college students. Some college students have the symptoms of schizophrenia, which has aroused the attention of all sectors of society to the mental health status of college students. It is necessary to alleviate the schizophrenia of college students through various means. With the advancement of the reform of the educational system, the position of physical education in the teaching system of colleges and universities is gradually rising. Promoting the development of college students' mental health through physical education and exercise has become a new means of college students' mental health education. However, the traditional college physical education teaching mode is relatively backward, the teaching content is single and boring, and the teaching mode is stereotyped, which makes college students have low enthusiasm for physical education learning and training. Colleges and universities are required to actively adjust the physical education teaching mode, promote the reform of college physical education teaching system, and improve the quality of college physical education teaching. The sports game method combines physical education, exercise and games, enhances the entertainment and antagonism in traditional physical education, and can effectively improve the enthusiasm of college students for physical education courses.

Objective: To study and analyze the reform of college physical education teaching system, explore the influence of sports game teaching method on college students' psychotic factors, and explore the direction and path of college physical education teaching reform from the problems existing in the traditional physical education teaching mode, hoping to provide help for improving the quality of college physical education teaching and the mental health level of college students.

Research design: The research adopts the method of comparative experiment to analyze the impact of college sports game teaching method on college students' psychotic factors. 80 college students in four grades of colleges and universities are selected as the research objects by stratified cluster random sampling. The research objects are required to have a psychotic factor score of more than 30 and have obvious symptoms of schizophrenia. And no other mental illness. 80 subjects were divided into experimental group and control group. The students in the experimental group used the sports game teaching method for physical education teaching and exercise, and the control group used the traditional physical education teaching mode for teaching. The experiment lasted for three months. The experimental group and the control group conducted physical education teaching once a week for two hours.

Results: The statistical results of psychiatric factor scores of the subjects before the experiment are shown in Table 1. Before the experiment, there is no significant difference in psychiatric factor scores between the experimental group and the control group.

Table 1. Statistical results of psychosis factor scores of subjects before the experiment

Research object	Freshman	Sophomore	Junior	Senior
Experience group	37.62±1.35	39.51±1.22	40.68±2.06	38.49±1.65
Control group	37.55±1.46	39.32±1.39	40.89±1.95	38.52±1.48

Conclusions: The introduction of game physical education teaching method in the reform of physical education teaching mode in colleges and universities can further improve students' interpersonal communication and communication ability, strengthen communication and communication among students in game sports activities, eliminate wariness and estrangement among students, and promote students' cooperation and understanding in sports games. And the game physical education teaching method has strong competitiveness. Students can experience the feeling of physical confrontation in physical education teaching classroom, enhance students' self-confidence through antagonistic competition, reduce the

degree level of students' psychotic symptoms, and alleviate the schizophrenia of college students. Game physical education teaching method also has strong entertainment. Students can experience the happiness of physical exercise in teaching activities, enhance college students' enthusiasm for physical education courses, and help college students release their bad emotions in a happy and relaxed psychological state.

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TEACHING OF LAWS AND REGULATIONS OF HOTEL MANAGEMENT SPECIALTY IN HIGHER VOCATIONAL COLLEGES BASED ON THE REALITY OF HOTEL OPERATION UNDER COGNITIVE IMPAIRMENT

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Background: Human cognitive function is the high-level activity of human cerebral cortex. Human cognition of things is the process of receiving, coding, extracting and using information, including human perception, recognition, memory, reasoning and other thinking activities. When the human cerebral cortex is damaged, it may lead to specific cognitive impairment. Patients with cognitive impairment are often involved in all aspects of cognitive impairment. Their condition covers attention, organization, memory, perception, understanding and other aspects. Only in rare cases, there is a single functional cognitive impairment. The range of dysfunction in patients with cognitive impairment is affected by the location of the lesion. Memory impairment and attention impairment are two common clinical manifestations of cognitive impairment. In severe cases, patients with cognitive impairment may also have agnosia, body conformational agnosia, spatial neglect and so on. When teaching students with cognitive impairment, teachers should timely adjust their teaching mode according to the situation of students with cognitive impairment, so as to help students with cognitive impairment master knowledge ability and efficiency.

The teaching of laws and regulations of hotel related majors is one of the core courses of hotel management majors in higher vocational colleges. Students are required to be familiar with and master the laws and regulations related to the hotel, and be able to directly apply the relevant laws and regulations in the actual process of hotel management, so as to ensure that students majoring in hotel management have high hotel management professional quality and legal skills. Moreover, the university stage is an important development period for the formation and maturity of students' outlook on life, values and world outlook. Integrating the teaching of relevant professional legal courses into the professional learning process of college students not only has important practical significance for the career development of hotel management students, but also improves the legal awareness of hotel management students. However, at present, there are many problems in the teaching of laws and regulations of hotel management specialty in higher vocational colleges, which is divorced from the reality of hotel operation and is difficult to meet the learning needs of hotel management students. Higher vocational colleges are required to reform the teaching of laws and regulations of hotel management specialty and improve the teaching quality of hotel management in higher vocational colleges.

Objective: Based on the actual situation of hotel operation, this paper discusses the teaching mode and current situation of relevant laws and regulations of hotel management major in higher vocational colleges, so as to provide theoretical and methodological reference for students with cognitive impairment to learn relevant laws and regulations of hotel management. The research analyzes the current situation of the teaching of laws and regulations related to hotel management in higher vocational colleges, deeply excavates the problems existing in the teaching system of hotel management in higher vocational colleges, and puts forward the optimization means and strategies of the teaching of laws and regulations related to hotel management in higher vocational colleges, hoping to provide new development ideas for the teaching reform of higher vocational colleges.

Research design: Research and use the 2021 academic year teaching quality evaluation and inspection report of a higher vocational college to obtain the evaluation data of the teaching quality level of the hotel management major in a higher vocational college. The evaluation and inspection report analyzes the teaching situation of the hotel management major from the two aspects of professional evaluation and student evaluation, and comprehensively evaluates the 2021 academic year teaching situation of the higher vocational college. Based on the evaluation results of hotel management specialty, this study analyzes the

teaching situation of hotel management specialty education in hotel management related laws and regulations, analyzes the existing problems of hotel management specialty in higher vocational colleges, and puts forward the teaching means and strategies of hotel management related laws and regulations for students with cognitive impairment. The research combined with the experimental method to verify the feasibility and effectiveness of the proposed teaching mode of laws and regulations of hotel management specialty. Taking 120 students majoring in hotel management in higher vocational colleges with cognitive impairment as the experimental objects, the experimental objects were divided into three groups, using the original traditional teaching mode, the targeted teaching mode of cognitive impairment based on the actual cognitive impairment of the hotel, the targeted teaching mode is used for teaching.

Results: The analysis and statistical results of the problems existing in the teaching mode of hotel management major in higher vocational colleges are shown in Table 1. Students majoring in hotel management generally believe that the current teaching mode of hotel management major in higher vocational colleges has the problem of unclear teaching objectives, and the teaching concept of the traditional teaching mode is relatively backward, which is difficult to meet the development needs of the new era.

Table 1. Analysis and statistical results of the problems existing in the teaching mode of hotel management major in higher vocational colleges

Survey object	Freshman	Sophomore	Junior	Senior
Teaching objectives	1	1	2	2
Textbook construction	1	2	2	1
Curriculum	1	2	1	2
Teaching model	2	1	2	2

Conclusions: The professional teaching mode of hotel management in traditional higher vocational colleges is relatively backward, and the teaching method is single, which is not conducive to cognitive impairment. Students learn the knowledge of laws and regulations related to hotel management. Therefore, starting from the reality of hotel operation, the research will reform the teaching mode of relevant laws and regulations of hotel management major in higher vocational colleges, optimize the existing teaching methods of hotel management major in higher vocational colleges in combination with the learning characteristics of students with cognitive impairment, and stimulate interest, confirm objectives, allocate resources and other ways, improve the learning efficiency of students with cognitive impairment on the knowledge of laws and regulations related to hotel management.

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INFLUENCE OF COGNITIVE IMPAIRMENT ON THE LEARNING OF BRITISH AND AMERICAN LITERATURE AND ITS COUNTERMEASURES

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Background: Cognitive process refers to that the human brain recognizes and receives external things or information input, encodes and stores the received information through psychological processing and processing, and transforms it into its own recognized knowledge. The individual's cognitive ability is his ability to learn, acquire and apply knowledge. Through the processing and coding of external input information, the individual internalizes the received external information into self-knowledge, so as to realize the cognitive process of things. The damage of human cerebral cortex may lead to individual cognitive impairment, which may lead to individual cognitive impairment in memory, computing power, language ability, understanding ability and so on. And cognitive function is often accompanied by a variety of cognitive impairment, which has a negative impact on the daily life of patients with cognitive impairment, and seriously reduces the quality of life of patients with cognitive impairment.

Language is one of the important carriers of culture. The cultural characteristics of different national backgrounds are deeply imprinted in language expression, and learning English is inseparable from the cultural cognition under the English language background. The fundamental purpose of English learning is to have barrier free communication with people in Britain and the United States. In the past, English learning often paid little attention to cross-cultural knowledge learning, but with the advancement of globalization,

people have gradually realized the blending of cultural knowledge behind language learning. The study of British and American literature is an important part of the curriculum for English majors. It has certain learning difficulties and requires high cross-cultural learning ability for English majors. It belongs to the middle and high-level English learning curriculum. Therefore, from a cross-cultural perspective, the study analyzes the impact of cognitive impairment on the learning of British and American literature, and discusses the learning means of British and American Literature under cognitive impairment.

Objective: Based on the cross-cultural theory, this paper analyzes the impact of cognitive impairment on English majors' learning of British and American literature, understands the current situation of English majors' learning of British and American literature, discusses the learning methods and Strategies of British and American literature under the condition of cognitive impairment, and hopes to put forward some suggestions on the effectiveness of English and American literature learning for students with cognitive impairment, help students with cognitive impairment improve their learning ability and efficiency of British and American literature, and cultivate strong cross-cultural awareness and ability.

Research design: The study uses correlation analysis to understand the impact of cognitive impairment on students' learning of British and American literature, uses Spearman correlation coefficient to evaluate the impact of students' cognitive impairment on their learning of British and American literature, and analyzes the impact of cognitive impairment on the learning of British and American literature from three aspects: language expression, emotional connotation and literary meaning of British and American literature. The research analyzes the learning of British and American literature between students with cognitive impairment and ordinary students, understands the differences between students with cognitive impairment and ordinary students in learning style, learning efficiency and learning effect, and understands the impact of cognitive impairment on students' learning of British and American literature through comparative analysis.

Results: The comparison results of the learning effects of cognitive impairment students and ordinary students on British and American literature are shown in Table 1. The learning ability of cognitive impairment students on English and American literature in language expression, emotional connotation and literary meaning is lower than that of ordinary students. The cognitive impairment has seriously affected the learning effect of students on English and American literature.

Table 1. Comparison of learning effects of cognitive impairment students and ordinary students on British and American literature

Survey object	Students with cognitive impairment	Ordinary students
Language expression	1	3
Emotional connotation	2	3
Literary meaning	1	4

Conclusions: Behind language learning is the learning and accumulation of cross-cultural ability. The fundamental basis for the improvement of language learning skills lies in the individual's cross-cultural ability. The individual's learning ability in the dimensions of cross-cultural knowledge and consciousness is directly related to the individual's language learning effect. Therefore, in order to improve the learning ability of students with cognitive impairment to British and American literature, we need to start with the cross-cultural ability of students with cognitive impairment, bring the cross-cultural ability into the English and American literature learning classroom, help students with cognitive impairment perceive some vague or even non conceptual British and American literature knowledge, and strengthen the language learning ability and mastery skills of students with cognitive impairment. In the process of learning British and American literature, teachers should strengthen the cultivation of students' cross-cultural ability through various forms, carry out professional courses related to the cultivation of English majors' cross-cultural ability, and help students solve the negative impact of cognitive barriers on the learning of British and American literature.

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THE INFLUENCE OF COMMUNICATION OBSTACLES IN THE INNOVATIVE REFORM OF FINANCIAL AND ACCOUNTING EDUCATION IN COLLEGES AND UNIVERSITIES IN THE NEW ERA

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Background: Communication disorders mostly occur in the childhood of social individuals, and will remain symptoms in adulthood without intervention. However, this does not mean that adult individuals will not have communication barriers. Compared with childhood communication barriers, the causes of adult individuals' communication barriers are often psychological factors. In psychological theory, the communication barrier of adult individuals is often not caused by a single self-cause, and its formation process must contain the dual influence of implicit and explicit factors. Implicit communication barriers are mainly caused by the concept, psychological state and other internal factors of the communication subject, including but not limited to the individual's psychological characteristics and psychological tendencies, that is, the individual's own personality, temperament and ability formed in the innate environment. Under the action of some environments, there will also be group communication barriers in this category, that is, when individuals are in a group with a certain trend of public opinion, individuals will be excessively oppressed by the group control, and then produce psychology such as fear of conflict and fear of group pressure, resulting in communication barriers. Explicit communication barriers are mainly caused by the pressure of social external factors such as social identity in the communication process. This situation is common in communication barriers between communicators of different ages, communication barriers between communicators of different social status, etc. In the financial and accounting education in colleges and universities, various types of communication barriers may arise. Students may have difficulties in actively asking questions about professional problems because of their own personality, resulting in communication barriers. It is also possible to conceal their own doubts when the group has no objection to the information transmitted by teachers, resulting in communication obstacles. It is more likely to be oppressed by teachers' social status in the process of communicating with teachers, so it is difficult to adopt normal communication methods, resulting in communication obstacles. Once there are obstacles in the communication of professional knowledge in the major of finance and accounting, it is likely to have a great impact on students' follow-up learning. Therefore, based on the characteristics of different types of communication obstacles, the analysis of communication obstacles in finance and accounting education is conducive to improving students' learning performance and cultivating students' communication ability, laying a foundation for students to show their normal social skills after entering the society.

Objective: By exploring the causes and types of communication barriers in the process of accounting education, this study helps students with communication barriers improve their communication skills in professional learning, and provides a guarantee for students' positive learning experience.

Subjects and methods: This study uses factor analysis and index weighted analysis to conduct quantitative analysis on various elements of financial and accounting communication in colleges and universities and provides a method sufficient to diagnose the source of communication obstacles by creating an index system that can quantitatively measure the way of communication.

Study design: In the research, students majoring in finance and accounting are selected as the research object. Through the intervention and quality detection of classroom and after-school communication for students majoring in finance and accounting, the elements in the communication process between teachers and students are quantitatively analyzed.

Methods: In this study, the weight coefficient calculation method is used to calculate and analyze the weight of different characteristic factors causing communication barriers.

Results: The score table after calculating the weight according to different communication paths and characteristics of different communication barriers is shown in Table 1.

Table 1. Weight calculation table

Features	Weight value (%)	Direct communication	Indirect communication	Mixed communication
Ambient pressure	10	4.4	1.6	3.8
Psychological characteristics	10	4.7	2	3.5
Peer pressure	20	7.8	3	3.2
Neurogenic factors	30	4.8	8.7	8.1
Communication style pressure	30	14.4	11.4	10.8
Total	100	36.1	26.7	29.4

The two features with higher weight in Table 1 are neural factors and communication style pressure. It can be seen from the table that direct communication often means that it is more difficult for people with communication disabilities, while the influence of external psychological pressure, personal-psychological

characteristics and peer psychological pressure is relatively weak, and indirect communication and mixed communication are relatively easier for students with communication disabilities.

Conclusions: In accounting teaching, college students often affect their professional knowledge learning due to communication barriers. Through the analysis of the types of communication barriers, we can find out the factors that affect the communication ability of college students in the process of financial and accounting education, and improve the communication methods according to the problem points. Establishing an efficient way of communication between teachers and students can greatly save college students' time and energy consumption in the process of communication and improve their learning efficiency. At the same time, a reasonable way of communication between students can also effectively improve the communication ability of college students in the group and provide help for their social life after entering society.

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ON THE CONSTRUCTION STRATEGY OF CORPORATE PERFORMANCE MANAGEMENT AND PERFORMANCE APPRAISAL SYSTEM UNDER COGNITIVE IMPAIRMENT

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Background: Contemporary cognitive psychologists are used to classifying the information processed and mastered by human beings into two main types: procedural information and declarative information according to the difference of their representation. On this basis, procedural information can be further classified into descriptive information and strategic information. The three kinds of information are organically combined to form people's comprehensive cognition of the outside world. In this process, human individuals need to build the information system, constantly interact with new information, repeatedly predict and deduce the different variables within the existing information system, and search the whole cognitive system when necessary to find out the cognitive system that is most consistent with the current situation. This is the storage and extraction of human cognition, which can also be said to be the process of human learning feedback. In enterprise management, this ability is very important for both managers and managers, otherwise the whole management system will lose efficiency. But in fact, although there is reasonable performance management and evaluation system for people with normal cognition, there is a lack of a reasonable system for people with cognitive impairment. For people with cognitive impairment, some indicators in the original system are difficult to truly reflect their working state. Performance management and evaluation systems with different emphases should be established according to the characteristics of cognitive impairment.

Objective: This study provides a company performance management and performance appraisal method that is more suitable for the actual situation of employees with cognitive impairment through the parts that are prone to errors of employees with cognitive impairment under the company's performance management and performance appraisal system.

Subjects and methods: Based on the balanced scorecard, this study differentiates the key indicators of the company's performance management and evaluation system, selects the effective indicators that can best represent the performance of employees, and gives the indicator effectiveness weight according to the characteristics of employees with cognitive impairment, on this basis, using expert evaluation method and system analysis method, this paper makes a hierarchical and systematic analysis on the relationship between the company's performance management and assessment indicators and cognitive impairment, finds out the effective indicators that can actually fit the work status of employees with cognitive impairment, and improves the invalid indicators in combination with the characteristics of cognitive impairment.

Study design: Based on the balanced scorecard, this study selects the effective indicators that can best represent employee performance, and invites professionals in the field of cognitive impairment to form an expert evaluation group. The cognitive impairment expert group reviews the effectiveness of cognitive impairment evaluation for indicators at different levels, forms effective weights according to the audit results, and carries out detailed correlation analysis by relying on the system analysis method, retaining the effective part of the assessment for people with cognitive impairment, and improve the ineffective indicators to fit the characteristics of cognitive impairment.

Methods: According to the different susceptibility of cognitive impairment under different performance

management evaluation indicators, this study analyzes the importance of indicators by inviting professionals to form an evaluation team, and carries out quantitative weighting on this basis, so as to systematically analyze the company's performance management and evaluation system under cognitive impairment.

Results: The assessment weight results formed according to different types of cognitive impairment are shown in Table 1.

Table 1. Average score of basic layer index

Serial number	Basic layer index	Weight	Percentage (%)	Equal share
1	Descriptive cognitive impairment	0.12	12.00	1.71
2	Strategic information cognitive impairment	0.32	32.00	2.71
3	Declarative information cognitive impairment	0.26	26.00	2.34
4	Cognitive impairment behavior feedback	0.30	30.00	2.86

Table 1 clearly shows the different emphasis of the assessment system for employees with cognitive impairment on people with cognitive impairment. The average score on the far right represents the average score obtained by the professional evaluation team, and the weight represents the importance of this type of indicator to employees with cognitive impairment. It can be seen that the most important types of emphasis are strategic cognitive impairment assessment and cognitive impairment behavior feedback assessment. This is because the strategic cognition of employees with cognitive impairment is the most likely to cause consequences in their behavior. The behavior feedback assessment has the greatest correlation with strategic cognitive impairment, so the weight proportion of the two is the highest, other items are relatively less likely to cause consequences, so the proportion is relatively low.

Conclusions: Redistributing the company's performance management and assessment indicators from the financial level, customer level, process level and learning level can effectively change the focus of the indicator system. By focusing on the bias index system, we can effectively restructure the company's performance management and evaluation system for people with cognitive impairment, so as to promote the more comprehensive performance system of the company, better reflect the work status and work achievements of employees with cognitive impairment, and help employees with cognitive impairment correctly measure their own level at work, it also provides a way for the company to better understand employees with cognitive impairment and standardize the management of employees with cognitive impairment.

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ANALYSIS ON INFLUENCING FACTORS AND INTEGRATED MANAGEMENT OF FORESTRY ECOLOGICAL CONSTRUCTION BASED ON COGNITIVE IMPAIRMENT

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Background: With the development of science and technology, on the basis of improving people's living standards, environmental problems are becoming more and more serious, which further restricts the environmental quality and economic development level. Forest is an important resource for human survival. As an important system to maintain ecological balance, it is of great significance in regulating climate and soil and water conservation. Paying attention to forestry ecological construction is the focus and foothold of modern forestry development. The effect of forestry ecological construction is closely related to relevant managers and employees. The imbalance between the forestry ecological construction process and management level has become an important factor restricting the level of forestry construction. The influencing factors of forestry ecological construction include controllable factors and uncontrollable

factors, which are mainly reflected in the low degree of science, the increase of diseases and pests and so on. In the process of modern forestry transformation, the traditional forestry construction concept and work mode cannot meet the new requirements of economic development, so that some relevant managers and staff with cognitive impairment cannot adjust their work concept and work ideas in time, which provides great resistance for the scientific management of forestry ecological construction.

Cognitive impairment refers to the impairment of one or more aspects of cognitive process, including memory, calculation, orientation, structural ability, executive ability, reduced efficiency or functional impairment of language understanding, expression and application process, resulting in learning impairment, memory impairment, visuospatial impairment and executive dysfunction. Cognition involves people's learning, memory, thinking and emotion. It is a scientific mechanism for cognition, acquisition and processing of information. Cognitive impairment will affect people's cognitive representation. When patients with cognitive impairment make informed decisions and judgments, due to the understanding deviation of the form and content of information, the sense of information and amount of information obtained by patients with cognitive impairment conflict with the original cognition, make judgments and behaviors inconsistent with the actual situation, and increase the difficulty of information extraction. Scientific forestry ecological construction mode is the mainstream trend of current forestry development, and forestry practitioners with cognitive impairment are difficult to realize the calculation and integration of data resources and quantitative and accurate analysis of pest control, resulting in obstacles to implementation ability. The cognitive barriers of forestry construction and management personnel will also affect the unreasonable allocation of ecological resources. Cognitive impairment will not only damage cognitive function, but also affect people's physical and mental health, work, life and learning. Accelerating the prevention and management of forestry ecological construction under cognitive impairment can effectively improve the cognitive level of people with cognitive impairment and promote the healthy development of forestry ecological construction.

Objective: On the basis of understanding the current development status and difficulties of forestry ecological construction, this paper analyzes the thinking differences and cognitive deviations of employees with cognitive impairment on the influencing factors and management ideas in forestry ecological construction, and constructs a forestry ecological construction system on this basis, so as to improve the cognitive level of employees with cognitive impairment and help them change their management ideas, improve the level of thinking and cognition of the dynamic development of things.

Research objects and methods: The research takes forestry practitioners and managers with cognitive impairment as the research object. Firstly, the cognitive status of the research object and the problems encountered in the current industry are collected, and then the forestry ecological construction system is constructed with the help of data information. The ecological construction system is used to adjust the cognitive standards of patients with cognitive impairment, so as to improve the cognitive level of the subjects.

Method design: On the premise of understanding the cognitive level and work status of patients with cognitive impairment, build a reasonable forestry ecological construction system from the application of information technology, resource management and data monitoring, and apply the system to the research object and practical application to explore the improvement and behavior mechanism changes of patients with cognitive impairment before and after the experiment.

Methods: The optimization system of forestry ecological construction was constructed with the help of the analytic hierarchy process, and the cognitive score and behavior mechanism of patients with cognitive impairment before and after the experiment were explored by model and comparative experiment.

Table 1. Statistics of impairment scores of cognitive impairment related personnel before the experiment

Dimension	Mean	S.D.
Learning disorder	2.314	0.640
Memory impairment	2.759	0.832
Executive dysfunction	4.287	0.549
Cognitive impairment	4.251	0.658

Results: The informatization and high efficiency of forestry ecological construction is the current development trend. In order to meet the needs of employees with cognitive impairment and promote their forestry system construction and management optimization, this paper studies the influencing factors and management analysis of forestry ecological construction from the perspective of cognitive impairment, with a view to improving the construction system and improving the objectivity and comprehensiveness of the evaluation standards of employees and managers, so as to improve their cognitive level and standard of ecological construction. The results show that the forestry construction system helps to improve the

symptoms of patients with cognitive impairment, improve their cognitive level and practical management ability, and greatly improve the conscientization and efficiency of forestry ecological construction. Table 1 shows the score statistics of cognitive impairment-related personnel before the experiment.

Conclusions: Forestry ecological construction is an important guarantee for China's forest resources. Exploring the influencing factors and development path of forestry ecological construction from the perspective of cognitive impairment can improve the management level and cognitive standard of relevant personnel with cognitive impairment on the premise of promoting the long-term benign development of resources and the application of modern science and technology, then put forward more innovative and practical suggestions and management schemes for China's ecological construction.

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ANALYSIS OF BIG DATA AND INNOVATIVE TEACHING REFORM OF ACCOUNTING EDUCATION FROM A PSYCHOLOGICAL PERSPECTIVE

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Background: With the rapid development of information technology and big data, the transmission of information is more efficient and stable, which not only changes people's production and lifestyle but also brings a great impact on the education mode of accounting major in higher vocational colleges. At present, accounting education focuses on theory rather than practice, and some teachers' teaching ideas still stay in the collection of traditional ideas. The solidified ideas and teaching methods with slow renewal speed are difficult to improve the teaching effect. Moreover, the unreasonable course setting will also be divorced from the actual needs of enterprises, making the course learning content match the responsibilities and posts, and increasing the management cost and operation cost of enterprises. For example, most colleges and universities still cultivate cash counting and abacus as a skill repeatedly, but under the environment of mobile payment and accounting informatization, the application value of this skill is not high. The teaching ideas of some accounting majors are still based on the traditional inherent mode, and the low level of informatization of their teaching courses, the low degree of combination of big data technology and single teaching methods will affect students' learning enthusiasm and the cultivation of professional skills. In order to accelerate the teaching reform of accounting specialty, we need to better grasp the teaching needs of students on the premise of increasing its integration with big data technology, and integrate psychological theory into teaching practice from its psychological law and cognitive structure, so as to further improve the teaching quality and realize the teaching objectives.

Psychology is a science that studies human behavior and psychological laws. Modern psychology mainly includes biological perspective, cognitive perspective, behaviorism perspective, whole-person perspective, development perspective and social and cultural perspective. The cognitive perspective emphasizes cognitive activities or psychological activities, and pays more attention to people's thinking, learning, memory and perception. The perspective of behaviorism is to study the influence conditions of behavior and its surrounding environment, and pay attention to the degree and quality of the influence of the environment. The whole person perspective includes psychodynamics and humanism, pays attention to people's spiritual core, believes that people have the internal needs of growth and goodness, and believes that self-concept, self-esteem and thinking have a great impact on emotion and behavior. The development perspective believes that at the same stage of growth, they will have different ideas and behaviors under the influence of environment and heredity. The combination of psychology and education is mainly reflected in educational psychology. Educational psychology pays attention to the behavior and needs of teaching subjects and objects in the teaching process. Exploring the law of behavior and psychological change can provide guiding theory in the teaching process, improve teaching quality and meet teaching objectives. The reform and innovation of accounting education from the perspective of psychology can effectively analyze students from the perspective of cognition, behaviorism and whole person, grasp students' learning needs and psychological laws in the teaching process, and improve their negative emotions and psychological problems for their own profession and learning caused by teaching quality, such as employment anxiety, social disorder and so on, further improve the teaching level and students' psychological status.

Objective: Further grasp the laws of the teaching process and students' psychological characteristics from the perspective of psychology, accelerate the integration of big data and accounting education, better apply computer, network technology and other carrier forms to the innovation of teaching content, teaching

resources and teaching means, and realize the renewal of accounting education concept and the reform of teaching structure, then improve the psychological problems of students in the accounting major and alleviate their anxiety caused by the difficulty of the course.

Research objects and methods: Taking the accounting students of a university as the research object, after evaluating their teaching status and curriculum satisfaction, the research integrates big data technology and psychological theory into the accounting education reform, and constructs a new teaching model to meet the development requirements of the times and the needs of students. The improved teaching model will intervene the research objects, explore the changes of students' psychological needs and the mitigation of psychological problems in the teaching process, and reduce the negative emotions caused by their professional problems.

Method design: With the help of principal component analysis, the factors affecting the teaching effect are extracted and analyzed, and then the accounting teaching classroom is innovated and optimized. The new model is constructed to collect the change data of the learning quality and learning effect of the experimental objects within three months, and the data on learning needs and psychological changes to obtain the experimental results.

Methods: Based on SPSS22.0 analysis tool to process the experimental data, extract the influencing factors and test the regression coefficient with principal component analysis, and test its intervention mechanism on students' psychological problems with the new accounting teaching classroom optimization model.

Results: The psychological perspective can effectively guide teachers to grasp the characteristics of the teaching process and the psychological laws of students, and then realize the integration of teaching resources and big data with the optimization of teaching courses, so as to make the accounting teaching more information-based, diversified, applied and personalized, and carry out targeted teaching according to students' psychological needs and problems, so as to improve their mental health level. Table 1 shows the statistics of accounting students' anxiety under different teaching effects.

Table 1. Statistics of accounting Employment Anxiety of students under different teaching effects

Timing	Employment Anxiety	Social anxiety	Academic anxiety	Social anxiety
Before teaching optimization	25.36±1.25	19.12±1.69	20.11±1.06	18.46±1.78
After teaching optimization	12.42±1.16	10.51±1.03	11.58±1.46	8.29±1.04

Conclusions: Psychological perspective can effectively improve teachers' intelligent thinking, promote their acceptance of information technology and their initiative to learn new things, further guide and help students solve their learning and life problems, and cultivate technical talents with solid theoretical knowledge and excellent technical ability. At the same time, psychology guides teaching reform, which can better take students' learning characteristics and psychological needs into account under the application of teaching means, teaching resources and teaching modes, deepen the integration depth of big data and accounting, improve students' psychological tolerance to social changes, and then improve their psychological quality and health level.

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DESIGN OPTIMIZATION OF INTELLIGENT THEME AND STYLE REPRESENTATION SYSTEM FOR INTERIOR DECORATION OF CRUISE ATRIUM FROM THE PERSPECTIVE OF COGNITIVE IMPAIRMENT

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Background: As an important public space inside the cruise ship, the cruise ship atrium can not only

create a space place with wider perspective and more diverse functions, but also provide tourists with a sense of direction and internal environment. It is the symbolic space of the cruise brand and the key representation area of corporate culture. Cruise theme design refers to the design from two aspects of interior and exterior design under the guidance of a specific concept, so as to determine the cultural concept and artistic style of the cruise atrium, take this as the main tone of the design, and build a consistent spatial atmosphere and characteristic business model around the theme form, so as to improve the cultural feeling and spatial experience of tourists. Intelligent theme design is the overall design of intelligent technology and overall interior decoration, which is reflected in system configuration and network communication technology layout, and uses its theme to create an all-round cultural atmosphere and marketing mode, such as the application of information technology means and so on. At the same time, the style representation of the interior decoration of the atrium is based on the design theme, which is displayed and expressed on the ground, wall, ceiling, color, lamps, structures and other decorative elements, so as to coordinate the design style of some details with the overall design style, bring tourists an immersive experience and meet their consumption needs and psychological expectations. However, at present, there are few studies on the design style and representation of cruise atrium at home and abroad, and the correlation between theme design and detail elements in some cruise industry is not high, and the information level in intelligent design theme and style is low, and the connection between technology application and design is too rigid, which destroys the overall design characteristics of cruise atrium, It affects tourists' theme experience and demand satisfaction, and brings poor cruise experience and satisfaction to tourists with certain cognitive impairment.

Cognitive impairment refers to the impairment of one or more aspects of cognitive process, including memory, calculation, orientation, structural ability, executive ability, language understanding, expression and application process efficiency reduction or function impairment. Different degrees of cognitive impairment have different effects on people's overall function and survival function, which makes the brain advanced intelligent processing process related to learning, memory and thinking judgment abnormal, resulting in learning, memory impairment, visuospatial impairment and executive dysfunction. When patients with cognitive impairment perceive information, they have a deviation in understanding and perception of the form and content of information, which leads to the functional imbalance of neural information in the process of activity, resulting in the conflict between the information person's sense of information and the original cognition, making judgments and behaviors inconsistent with the reality, which increases the difficulty of information extraction. Mild cognitive impairment mainly refers to mild memory or other cognitive impairment beyond the allowable range of their age, with the normal ability of daily living. In the field of epidemiological research, it is found that the proportion of mild cognitive impairment is increasing year by year. Effective early intervention for cognitive impairment can improve the cognitive level of patients, improve their attention and understanding, and help them make better cognitive judgment and decision-making. The effect of the overall style and local design of the cruise atrium will affect the tourists' emotional experience of pheromone extraction, and then produce different psychological needs and expectations. Therefore, exploring the intelligent theme design and style representation of the interior decoration of the cruise atrium from the perspective of cognitive impairment can effectively meet the user needs of this group and improve the service quality and level of the cruise.

Objective: Based on the needs of people with cognitive impairment, optimize and adjust the problems existing in the intelligent theme design and style representation of cruise atrium, promote the independent design and improvement of the cruise, and continuously improve the service quality of cruise to meet the needs of different people and improve the cognitive level of patients with cognitive impairment.

Research objects and methods: The research takes some patients with cognitive impairment who have participated in the cruise experience as the research object, and collects their opinions and views on the cruise atrium experience. On this basis, the intelligent design of the atrium is systematically optimized to meet the cognitive needs of patients with cognitive impairment and improve the satisfaction of cruise service.

Method design: Improve the intelligent theme and style representation of the atrium, that is, consider the diversification of its functions from the aspects of technical design and selection, enhance information discrimination in the design detail style, and optimize the design system. The improved design system is applied to patients with cognitive impairment to collect the relief of cognitive impairment and the sense of cruise experience after the experiment, so as to promote the optimization of cruise atrium design.

Methods: The optimized model and comparative experiment were used to collect and sort out the data of cognitive improvement and cruise experience of patients with cognitive impairment before and after the experiment, and the experimental data were imported into statistical analysis tools for result analysis.

Results: At present, the intelligent design of cruise atrium is difficult to meet the service needs and psychological cognition of tourists to a certain extent, and the user needs of people with cognitive impairment are less met and reflected in the design. From the perspective of cognitive impairment,

realizing the intelligent theme design and style representation of cruise atrium will help to speed up the independent design of cruise ships, practice products and improve the cognitive level and mental health level of patients with cognitive impairment. Figure 1 shows the score results of cognitive impairment personnel on the rationality of cruise ship atrium design before and after the experiment. The score value represents their satisfaction with the system.

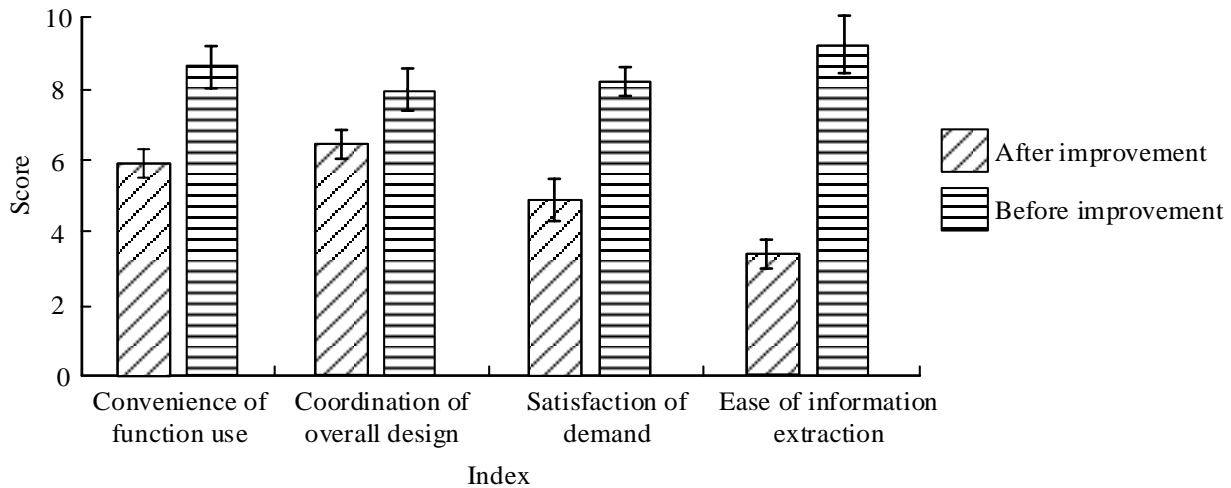


Figure 1. Score of cognitive impairment personnel on the rationality of cruise ship atrium design before and after the experiment

Conclusions: The theme design of cruise ship atrium is to build an infectious place. Its theme positioning, design concept, decoration style, cruise ship brand and designer's different aesthetic preferences will affect the overall design style of cruise ship, and the consumption experience is also different. Incorporating the needs of groups with cognitive impairment into the design optimization helps to better interpret the significance of the cruise theme, improve the cognitive level and satisfaction of this group, and speed up the process of cruise independent optimization design.

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THE INFLUENCE OF THINKING LOGIC ON THE CULTIVATION OF CROSS-CULTURAL COMMUNICATIVE COMPETENCE IN COLLEGE ENGLISH EDUCATION

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Background: Thinking logic refers to the ability of correct thinking and reasonable evaluation, that is, the ability to observe, compare, analyze, summarize, judge and reason things with scientific logical methods, and then accurately and orderly express our thinking process. It is an important tool for us to recognize and guide the objective world. Thinking cognition has the characteristics of abstraction and indirectness. Rational cognition is thinking. Different individuals have different thinking at different stages due to the influence of education level, age structure, reading experience and self-awareness level, which will lead to deviation in people's views and evaluation standards of things and lead to different behavior activities. As a cognitive process with mathematical characteristics, thinking logic emphasizes the logic between things. It is an important embodiment of the unity of external things and their own cognitive level. It has high requirements for people's language organization ability and thinking expression ability. When individuals carry out cognitive activities, they will be affected by the confusion of the starting point of thinking, the fuzziness of thinking image, the deviation of thinking direction, the confusion of thinking logic and so on, which makes it difficult for objective things to appear normally in the human brain, which can be manifested as the abnormality of thinking process and thinking content. English communication ability is a good embodiment of thinking logic. The quality of English communication ability can reflect the clarity of individual thinking logic and the strictness of language organization. "Cross-cultural communicative competence" is a comprehensive test of language application ability in language communication practice. It is an effective way to improve college students' cultural connotation and their professional ability. However,

in the current college English education, teachers' pay too much attention to the study of theoretical knowledge in curriculum design and ignore the cultivation of students' language expression ability and communication ability, which makes students only pay attention to the study of surface knowledge and ignore the importance of cross-cultural communication ability. It is difficult to understand the logical connotation of English culture, resulting in "language bias", which fall into "misunderstanding of thinking logic". Therefore, exploring the cultivation and influence mechanism of thinking logic on students' cross-cultural communication ability in college English education will help to cultivate students' better organizational ability, adaptability and speculative ability, improve their confidence in English understanding logic and language communication, and then improve their cross-cultural communication ability and professional level, which has important practical significance and guiding value.

Objective: Based on the characteristics of students' thinking logic and existing problems, this paper innovates the college English education model and strengthens the cultivation of students' cross-cultural communication ability, so as to continuously improve the professional ability and comprehensive quality of English majors.

Research objects and methods: The study takes 900 English Majors in three universities as the research object, collects and evaluates the information of their thinking logic level, thinking misunderstanding and English professional level, and then explores the correlation between thinking logic ability and English cross-cultural communication ability with the help of principal component analysis. According to the problems and needs of the research object in English teaching, the teaching mode is improved. At the same time, take various forms to mobilize students' interest and enthusiasm in classroom and English dialogue and communication, such as oral knowledge competition, scene simulation, online English communication, language logic training, etc., so as to improve students' cross-cultural communication ability and comprehensive quality.

Method design: Firstly, collect the basic information and sort out the problems of the research object's thinking logic level and English communication level ability, then explore the correlation between thinking logic ability and English cross-cultural communication ability with the help of principal component analysis, and innovate the educational means of cross-cultural communication according to the students' learning characteristics and needs, so as to realize the reform of teaching mode. The experiment lasted for one month. After the experiment, the students' thinking logic improvement and English expression level were processed and analyzed.

Methods: The correlation between thinking logic and English cross-cultural communicative competence was explored by principal component analysis, and the experimental research was carried out with the improved teaching model. The experimental data were collected and processed by statistical analysis tools, and the experimental results were obtained.

Results: To improve cross-cultural communication ability is to respect and understand the culture of others, which can enable students to strengthen their understanding of foreign language cultural background and values in the process of communication, so as to help them understand the core of language communication, and enhance their own cultural self-confidence to a certain extent. The results show that the reform of teaching mode can effectively help students with poor thinking logic ability better understand the cultural connotation of language, and then improve their cross-cultural communication ability and thinking ability. Table 1 shows the statistical difference of students' thinking logic scores before and after the experiment.

Table 1. Statistics on the difference of students' thinking logic scores before and after the experiment

Logical expression of thinking	Before the experiment	After the experiment
Analysis and synthesis	14.76±2.59	25.14±2.23
Comparison and classification	15.18±2.53	29.12±2.67
Abstraction and generalization	17.45±3.81	27.43±2.05
Induction and deduction	13.91±2.24	22.79±2.24

Conclusions: The ultimate goal of language learning is the application of language, and the communicative ability of language and culture not only refers to the improvement of language expression ability, but also requires students to master the corresponding basic cultural knowledge and cultural background. Strengthening college English education to cultivate students' cross-cultural communication ability can effectively improve students' thinking and logic ability, improve English teaching effect and students' comprehensive quality ability, and further give play to the guiding value and practical value of English.

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RESEARCH ON COLLEGE VOCAL MUSIC TEACHING ON COLLEGE STUDENTS' COGNITIVE IMPAIRMENT

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Background: Cognition refers to the process of intelligent processing when individuals know things and acquire relevant knowledge. This process involves learning, thinking and other psychological and social behaviors. Cognitive impairment indicates that there are some abnormalities in the process of intelligent processing, which leads to memory impairment, accompanied by symptoms such as agnosia and anorexia. Cognitive impairment is divided into three main types: perception impairment, memory impairment and thinking impairment. Perceptual impairment may cause some perceptual abnormalities, such as sensory retardation, hallucinations, etc. In the memory disorder, the related memory function will become too strong and wrong, while the thinking logic disorder is manifested in the abnormalities of thinking and abstract generalization, such as delusion and abstract generalization disorder. At present, the cognitive impairment of college students is manifested in interpersonal communication, job selection and entrepreneurship. They have certain cognitive deviations from themselves, others and society. The cognitive impairment in interpersonal communication is manifested in the cognitive disorder of self-evaluation, over self-centered and the cognitive disorder of evaluating others. Some college students will evaluate themselves too high or too low, resulting in two extreme psychologies of pride or inferiority. He is too proud and handles interpersonal relationships as a leader, making others feel uncomfortable, such as being strongly ordered and driven. Being self-centered, not considering the feelings of others, and everything according to your own mood, this behavior will lead to interpersonal problems. In terms of entrepreneurship and career selection, there are many college students who want to start a business, but few actually take action. Being too picky about careers leads to the loss of employment opportunities. The reasons for this situation are college students' unreliable prejudice against entrepreneurship, high vision and low hand, lack of correct understanding of entrepreneurship and lack of clear self-awareness. Due to the emergence of these cognitive barriers, college students are prone to some negative emotions. As an important means of regulating and soothing emotions, music can be used in the treatment of college students' negative emotions. Therefore, music teaching in colleges and universities can be reformed appropriately to help college students know themselves in music learning, reduce negative emotions and learn to get along with others.

Objective: Combined with the current situation of college students' cognitive impairment, to carry out targeted reform of music teaching in colleges and universities and gradually guide college students. Through soothing and relaxing music, the physical and mental health of college students can be relaxed, and the psychological burden of college students can be gradually reduced. Then slowly carry out the practice of music imagination from easy to difficult, so that college students can gradually eliminate and alleviate the negative emotions in their hearts in the gradual music imagination, and carefully feel the pleasure and positive guidance brought by music imagination. In addition, in rhythm practice and impromptu performance activities, further release emotions and re-recognize yourself, and learn to get along with others.

Research objects and methods: The research objects are college students with cognitive impairment. 46 college students in music public elective courses in a university were randomly selected. With the consent of the students, these students were gathered to have a unified class. The time of the experiment was 2 months. Before the experiment, understand the problems of these students and choose the musical instruments to play according to the students' hobbies. Establish a good trust relationship with students and choose appropriate music for different types of students. By playing soothing music, music imagination from easy to difficult, and other gradual music treatment schemes, students can slowly relax, experience positive music experience, and try to communicate and cooperate with others in performance and other activities. Relevant data were recorded during the experiment. Through fuzzy comprehensive evaluation, the influence of the reformed music teaching mode on college students with cognitive impairment was evaluated. The quantitative score of influencing factors was 1-5. The higher the score, the greater the impact. SPSS was used to process the relevant experimental data, and the results were averaged and rounded.

Results: The psychological growth of college students is not fully mature. There will be some deviations

and cognitive obstacles in self-cognition and positioning, resulting in psychological conflict, interpersonal communication, job selection and other problems, which will affect the quality of life and mental health of college students. Based on the emotional regulation of music, we should reform the music teaching mode in colleges and universities and intervene the cognitive impairment of college students. After the intervention, the psychological burden score of female college students is lower than that of male college students, and the psychological burden score of female college students is 3. See Table 1 for details.

Table 1. Cognitive impairment scores of college students before and after intervention

Gender	Time	Self-cognition	Psychological burden
Male	Before intervention	3	5
	After intervention	5	4
Female	Before intervention	3	5
	After intervention	4	3

Conclusions: In recent years, the psychological status of college students has been paid more and more attention. Employment anxiety, interpersonal anxiety and other problems are more prominent. The reason is that college students have cognitive obstacles on these problems. Through the reform of music teaching mode in colleges and universities, college students' cognitive obstacles are alleviated, their psychological burden is gradually reduced, they become positive and healthy in mentality, and learn to have a correct understanding of themselves.

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A COMPARATIVE STUDY OF VISUAL EXPRESSION BETWEEN VR AND TRADITIONAL FILMS FROM THE PERSPECTIVE OF POSITIVE PSYCHOLOGY

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Background: Positive psychology is different from traditional psychology. The research angle of this psychology is a positive angle, through which the research of traditional psychology is studied. Positive psychology is a new research field. Its role is to study the individual's positive psychological quality and guide the individual to go up on the basis of scientific principles and methods. The individual's positive psychological quality includes integrity, courage, persistence, optimism and so on. In the process of applied therapy, positive psychology stimulates individual positive behavior through relevant environmental design, and promotes the improvement of individual quality of life under relevant behavior control methods. Or cultivate the individual's positive emotions. With the change of time, these positive emotions will imperceptibly change the individual and make the individual more positive. From the perspective of positive psychology, the ultimate target of VR and traditional films are human beings. The expression content of the two types of films will slowly affect human emotions. If we want to cultivate human positive psychological quality, we should play film and television works with various themes of positive psychological quality. Both types of films can cultivate human positive psychological quality, but due to different technologies, they have different visual expression effects. Compared with the visual expression of traditional films, VR films are interactive, immersive, and imaginative. The film can determine the plot by the audience, drive the audience to make positive associations, and promote the positive development of the audience's imagination. With the support of advanced technology, the audience's multiple perception organs are combined with the virtual picture mechanism to make the audience's perception very realistic. Panoramic viewing from a 360° perspective is stronger than the perception of traditional films and can stimulate the audiences' positive feelings more. In addition, VR film is more "playful" under the concept, and the audience can communicate with the characters of the film, so as to enhance the variability of the film and increase entertainment and novelty.

At present, the school pays more attention to the psychological status of students, hoping that students can have positive psychological quality and study actively and actively. Some students believe that high school life is boring, even depressing. It is easy for high school students to avoid the setbacks of the past and the future because of their high personality. Under the advocacy of "love education", teachers encourage students through various forms to mobilize students' learning initiative and enthusiasm. Watching inspirational films is one of them. Due to the different types of film application technology, the role of VR

film and traditional film is different. Therefore, compare the visual expression effects of VR and traditional films, and analyze the impact of VR films on the cultivation of positive psychological quality of senior high school students.

Objective: To compare VR with traditional film visual expression and analyze their effects on the cultivation of positive psychological quality of senior high school students. VR films are used to enrich the learning life of high school students. Through films with different themes, students can feel excellent positive psychological qualities such as responsibility and courage, mobilize their learning initiative, make them study more actively and persevere in learning.

Research object and method: Three classes were randomly selected from the senior one of a high school and divided into normal class (57), traditional film class (54), and VR class (56). There was no significant difference between the three classes. Before the experiment, understand the personality and learning of students in each class. At the beginning of the experiment, the normal class will have classes and study normally in a previous way. The traditional film class will watch traditional films on the Friday night self-study in the second and fifth weeks of each month, and the VR class will watch VR films on the Friday night self-study in the second and fifth weeks of each month. The themes of the two films are in line with the psychological characteristics of students. The story is wonderful and moving. They are inspirational films. The experimental period is one semester. The meta-analysis method is used to quantitatively analyze the relevant effects of the experiment. The higher the score, the higher the degree. The data processing software is SPSS software to study the impact of different film types on senior one student.

Results: After saying goodbye to junior middle school life, the learning pressure and learning tension of senior one student increased. In order to alleviate students' boredom of learning and mobilize their learning enthusiasm, students were arranged to watch inspirational traditional films or VR films at a fixed evening self-study time. After one semester, the learning enthusiasm score of students in VR class is 1 point higher than that of traditional film class. The relevant results are shown in Table 1.

Table 1. The learning status of three groups of senior one student after a semester

Class	Learning enthusiasm	Learning initiative	Learning autonomy
Normal shift	3	3	3
Traditional film class	4	5	4
VR class	5	5	4

Conclusions: Film has the function of educational influence. In the audio-visual process, the feelings and ideas to be conveyed by the film will be transmitted to high school students, while VR film will further amplify the audio-visual experience and drive the experience of other sensory organs. This immersive viewing will enlarge the viewing experience of high school students and make them feel deeper, so as to be more active and active in learning.

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CREATIVE PRODUCT DEVELOPMENT AND DESIGN FROM THE PERSPECTIVE OF DESIGN PSYCHOLOGY

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Background: Design psychology rose in the last century, and its application field is ergonomics. With the passage of time, design psychology has been accepted by more people and applied more widely in the ordinary design process. Psychology is the basis of design psychology. Design psychology combines psychology, design art, aesthetics and other disciplines. When designing, it will analyze consumers' attention, perception and memory from the perspective of consumers, and carry out targeted design according to the characteristics of these three aspects. Study the way consumers' brains process external information, find the factors that can attract consumers, and design with these factors, so as to resonate with consumers. The development and design of cultural and creative products cannot be separated from the application of design psychology. Taking cultural and creative products in colleges and universities as an example, cultural and creative products mainly include products and creativity. In foreign countries, cultural and creative products have developed mature and formed a complete industrial chain. Cultural and creative products are complete, most of which belong to original products. Many foreign countries are good

at developing the cultural value of cultural and creative products. As a means of publicizing campus spiritual culture, some even create brands and expand their publicity. Compared with foreign countries, domestic campus cultural and creative products started late, lack of strong national support and lack of relevant legal support. Moreover, the design of domestic campus cultural and creative products is single, the production of products is relatively rough, and the cultural connotation is shallow, which cannot represent the characteristics of colleges and universities. In addition, there are few stores selling campus cultural and creative products in China. The innovation of cultural and creative products is insufficient, and there are few original products. According to the shortcomings of domestic campus cultural and creative products, the use of design psychology for targeted development and design should first grasp the attention of consumers. The products must be novel, which can make consumers pay attention intentionally, urge them to actively pay attention to the products, and then screen out the information required for design. In addition, it is also necessary to study the processing methods of consumers' perception and memory of relevant information, it also analyzes the characteristics of campus culture in detail, and designs campus cultural and creative products on this basis.

Objective: Apply design psychology to the development and design of campus cultural and creative products, take attention, perception and memory as the new design entry point, integrate into the cultural characteristics of colleges and universities according to the needs of consumers, and reflect it in the overall shape, color and material of cultural and creative products, so as to resonate with consumers and make consumers have the desire to buy, so as to improve the sales volume of campus cultural and creative products and open the market of campus cultural and creative products. Adjust and improve the development and design of campus cultural and creative products according to the time-varying consumption aesthetics and demand, so that campus cultural and creative products can keep up with the changes of consumer demand and promote the sustainable development of campus cultural and creative products.

Research objects and methods: The research objects are college students. Five universities with obvious cultural characteristics were selected, and 500 college students were randomly selected from these universities. Invite them to participate in the activity of tasting campus cultural and creative products. The campus cultural and creative products in the activity come from five universities. The design of related products integrates design psychology. Relevant data were recorded during the activity and recorded through SPSS17.0 software to process the data, and use fuzzy synthesis to evaluate the impact of design psychology on-campus cultural and creative products. The evaluation adopts grades 1-5. The higher the score, the greater the impact.

Results: The creativity of campus cultural and creative products in domestic colleges and universities is insufficient, and the sales volume of products is not ideal, which cannot fully show the campus cultural characteristics of colleges and universities. From the perspective of design psychology, integrate campus culture into cultural and creative products, carry out design innovation in attention, perception and memory, promote the creativity of campus cultural and creative products, and meet the consumption needs of college students. Students majoring in language and literature score 5 points and 4 points respectively on the innovation and practicability of campus cultural and creative products. The relevant scoring results are shown in Table 1.

Table 1. Evaluation of campus cultural and creative products by college students of different majors

Major	Innovation	Practicability	Aesthetics
Language and culture major	5	4	5
Tourism English major	4	4	4
Bioengineering	4	4	4

Conclusions: The design of cultural and creative products on campus involves many disciplines, such as design psychology and aesthetic color composition. The ultimate purpose of campus cultural and creative products is to attract consumers to shop and reflect the spiritual culture of different colleges and universities. Through the research of design psychology, the perception, memory and attention of consumption are studied, and on this basis, novel and practical cultural and creative products in line with consumers' aesthetics are designed.

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THE APPLICATION OF EDUCATIONAL PSYCHOLOGY IN IDEOLOGICAL AND POLITICAL TEACHING IN COLLEGES AND UNIVERSITIES

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Background: Teaching psychology studies the psychological activities of education and the educated in education and teaching, as well as the related change laws. This psychology belongs to the category of psychology. In the 19th century, educational psychology developed into an independent discipline, and then it was continuously improved. Education includes school education, family education and social education. The formation of individual main knowledge and moral quality is mainly concentrated in the scope of schools. Educational psychology includes students' learning psychology, teachers' teaching psychology, teaching evaluation, teachers' psychology and so on. Educational psychology is closely related to educational and teaching practice and has strong applicability. Educational psychology plays a very important role in the ideological and political teaching of college courses. The application of educational psychology in the teaching of such courses can promote the expansion of teaching ideas. During the teaching period, we should pay attention to the psychological situation of students, understand their learning needs and personality differences, and carry out teaching around students. Educational psychology can also promote the innovation of ideological and political teaching methods. By strengthening the understanding of students' thoughts and emotions, it can carry out targeted teaching and increase the effect of ideological and political teaching. According to the knowledge of teaching psychology, the path of ideological and political teaching is innovated. Give full play to the leading role of teachers, update the teaching concept according to educational psychology, and get the favor of students. Using emotional teaching theory, increase the scientificity of teaching, pull in the relationship with students in the process of psychological counseling, promotes students' self-improvement, improves students' self-consciousness, cultivates students' learning enthusiasm, and improves learning efficiency in continuous learning and exploration. The specific path of ideological and political education curriculum reform in colleges and universities.

Objective: Through the characteristics of educational psychology, integrate it into the ideological and political teaching of college courses, understand the psychological status and emotional changes of students, and carry out corresponding education and teaching centered on students. Carry out the innovation of ideological and political teaching methods, strengthen the understanding of students' thoughts and emotions, carry out targeted teaching, and increase the effect of ideological and political teaching. Give full play to the leading role of teachers, update the teaching concept according to educational psychology, and get the favor of students. Using emotional teaching theory, increase the scientificity of teaching, pull in the relationship with students in the process of psychological counseling, promotes students' self-improvement, improves students' self-consciousness, improves students' learning enthusiasm, and lets students learn self-regulation.

Research objects and methods: The research objects are college students. Four colleges are randomly selected from a university, and then one class is selected from each of these colleges. Among them, the economic and trade class carries out normal ideological and political teaching, and the other three classes carry out ideological and political teaching integrated with educational psychology. Before the experiment, there was no statistical difference in the ideological and political situation of the students in these classes. The relevant situation of the students was recorded during the experiment, which lasted for one semester. Through SPSS18.0 software processing experimental data, using fuzzy evaluation method, using 1-5 grades to quantify the relevant influencing factors, to study the impact of the reformed ideological and political teaching on college students.

Table 1. The ideological and political situation of college students after the reform of ideological and political teaching

Group	Achieve mastery through a comprehensive study of the subject	Unity and cooperation	Overall situation
Economic and trade class	4.05±0.14	3.86±0.11	3.94±0.34
Humanities class	4.41±0.51	4.68±0.35	4.87±0.58
Chemistry class	4.64±0.83	4.70±0.42	4.32±0.45

Results: Educational psychology can study the psychological change law of educators and students, and apply it in teaching activities, which is conducive to the good development of teaching and improve the effect of teaching. According to the role of educational psychology, it is applied to the ideological and political teaching of college courses. Under student-centered teaching reform, it can promote the

improvement of students' self-consciousness and improve students' comprehensive quality in the process of active learning. After one semester of ideological and political teaching reform, students' knowledge and ability have been improved. The overall awareness score of humanities class is higher than that of chemistry class. The overall awareness score of the humanities class is (4.87 ± 0.58). The specific results are shown in Table 1.

Conclusions: With the continuous development of education, the state and colleges and universities attach great importance to students' ideological education and affirm the value and important role of educational psychology in education. Ideological and political teaching plays a very important role in the cultivation of students' three outlooks. Combine educational psychology with ideological and political teaching, realize the reform and innovation of ideological and political teaching methods, provide teaching effects, promote the improvement of students' self-efficacy and improve students' comprehensive quality under the guidance of teachers.

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EXPLORING THE TRANSFORMATION TREND FROM COMPARATIVE LITERATURE TO COMPARATIVE CULTURE FROM THE PERSPECTIVE OF CROSS-CULTURAL PSYCHOLOGY

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Background: Cross-cultural psychology is a branch of psychology. With reference to the data of multiple cultures, this paper analyzes the psychological differences between different cultures, explores their commonality, as well as the relevant social culture, and studies the impact of these cultural characteristics on psychology. Cross-cultural psychology comes from two disciplines: cultural anthropology and psychology. Cultural anthropology studies the psychological characteristics of different cultures and analyzes their differences, while psychology explores the causes of psychological differences. There is the cultural comparison in cross-cultural psychology. Analyzing the effects of different social environments on psychology, cross-cultural psychology provides new research ideas for psychology.

From the perspective of cross-cultural psychology, the fundamental attribute of comparative culture is cross-culture. Literature is the product of the joint action of multiple cultures, and neither Chinese nor Western culture can be pure. In the long history, the development of Chinese culture has also been affected by other cultures, while western culture will integrate some other cultures when conquering or communicating with other countries, and there is no clear boundary between Chinese and Western cultures. From the perspective of cross-cultural psychology, there is a situation of comparative culture transformation in higher education. In the process of teaching, learn advanced western knowledge and experience. In foreign language teaching, we should use the foreign language to tell and write about Chinese culture and customs. Chinese and Western cultures are merging with each other, and finally, realize the coordinated development of the two

Objective: Study the connotation of cross-cultural psychology and comparative literature, and on this basis, analyze the phenomenon of comparative literature in college education and teaching, study the law of its development and change, and find the trend of comparative culture transformation. This paper applies these comparative culture transformation trends to foreign language teaching in Colleges and universities, analyzes their impact on foreign language teaching, teachers and students, and the changes obtained by teachers and students in this comparative culture transformation.

Research objects and methods: The research objects are foreign language majors. A total of 200 foreign language majors were randomly selected from four universities to understand their learning situation, personal information, attitude towards foreign language teaching, understanding of comparative literature and other information, apply the trend of comparative culture transformation to foreign language teaching, and record the relevant experimental data. Through the fuzzy evaluation method to evaluate the impact of foreign language teaching on foreign language majors after the reform, the quantitative score of relevant influencing factors adopts grade 1-5, and 1-5 points respectively mean no impact, slight impact, general impact, obvious impact and complete impact. SPSS software is used for the statistical analysis of relevant data.

Results: It has been 30 years since the beginning of Chinese comparative literature. After the accumulation of this time, Chinese comparative literature has reflected on the system and theory, and rationalized the system. From the perspective of cross-cultural psychology, comparative culture has undergone great changes and has been applied more widely. In foreign language teaching, we should reform foreign language teaching with the help of the trend of comparative culture transformation. In terms of listening, speaking, reading and writing, we have integrated Chinese and Western cultures, used foreign languages to teach Chinese and Western cultural knowledge, and compared the cultural differences between China and the West. Foreign language majors have more sense of identity and familiarity with foreign language teaching. In the research on the impact of foreign language teaching reform, sophomores believe that reformed foreign language teaching can significantly improve students' writing ability, and the impact score is 5. The specific results are shown in Table 1.

Table 1. The influence of foreign language teaching on foreign language majors after the reform

Grade	Listening ability	Oral ability	Writing ability	Reading ability
Freshman	4	5	4	4
Sophomore	4	4	5	3
Junior	5	4	5	4

Conclusions: Cross-cultural psychology is the study of people in multiple cultures, analyzing the commonality of these people's psychological characteristics, and studying the impact of social culture on human psychology. Using cross-cultural psychology, this paper analyzes the current situation and transformation trend of comparative literature, and finds that comparative literature has been transformed from literariness to symbolism, from cross-cultural to interdisciplinary, and the scope of comparative literature research has been continuously expanded to meet the needs of the development of the times. The interpretation of different cultures is more profound. Using the idea of transforming comparative literature into the comparative culture, we will reform the foreign language teaching that used to teach foreign language knowledge only, and use Chinese culture. Foreign language has become a means to express Chinese culture, customs and other knowledge. Through this means, we will expand the scope of the spread of Chinese culture and enable foreign students to understand China more truly. In addition, for foreign language majors, this way can increase their acceptance of foreign language learning and make foreign language majors feel a sense of national pride and achievement in the process of foreign language learning.

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INFLUENCE OF VOCAL MUSIC TEACHING REFORM IN COLLEGES AND UNIVERSITIES ON THE IMPROVEMENT OF CONTEMPORARY STUDENTS' ANXIETY PSYCHOLOGY

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Background: Anxiety is the anxiety caused by facing unsolvable problems in life, and there will also be negative emotions such as tension and anxiety. There are also some typical anxieties in anxiety psychology, such as floating anxiety, which can also be called nameless anxiety, that is, anxiety of unknown cause. For students, anxiety psychology is a double-edged sword. An appropriate amount of anxiety psychology can maintain their learning enthusiasm and promote the improvement of students' initiative. When anxiety is beyond the scope of students' psychological tolerance, it will have a negative impact on students' physical and mental health, resulting in physiological phenomena such as mental tension, sweaty palms, headache and so on. Anxiety psychology is affected by environment and personal characteristics, and can be divided into state anxiety and trait anxiety. The former has timeliness and will reduce or disappear according to the change of anxiety environment. The latter is long-term and difficult to eliminate. According to the causes of anxiety psychology, it can be divided into realistic anxiety and pathological anxiety. Realistic anxiety comes from the real potential challenges and threats, and the anxiety emotional response in the face of these potential challenges and dangers. Realistic anxiety is a common anxiety. The pathological anxiety will appear the continuous anxiety of unknown reason, feel the inexplicable sense of threat, and the patient's autonomic nerve function will be disordered, resulting in subjective pain, such as mental anxiety in generalized anxiety disorder.

Contemporary college students have great learning pressure. Due to the lack of timely and effective elimination of these pressures, students have psychological problems, such as anxiety, anxiety and anxiety, which affect the normal development of students' learning and life. For example, college vocal music students have singing anxiety and stage performance anxiety in the process of vocal music learning. They are afraid to sing in front of others, and they are afraid that the teacher will criticize themselves because of their poor singing, and they may also be ridiculed by the students. Because the expectation of their singing effect is too high, resulting in anxiety. Before the relevant stage performance, due to lack of self-confidence, they have fear, feel that their stage performance ability is not good, and have anxiety. According to the anxiety psychology of college vocal music students, this paper reforms the vocal music teaching in colleges and universities, and studies its influence on the improvement of students' anxiety psychology.

Objective: To reform vocal music teaching in colleges and universities by comprehensively mastering the anxiety psychology of vocal music students in colleges and universities. Through stage performance psychological training and regulation, vocal music students' anxiety can be controlled and alleviated, and students' self-confidence can be improved. Students can appropriately use some small skills to alleviate their tension, such as drinking some warm boiled water before the performance to alleviate dry mouth and tongue. By asking vocal music students to summarize their stage experience, analyze their shortcomings, and check and make up for deficiencies, so as to avoid anxiety caused by high expectations.

Research objects and methods: The research objects are students majoring in vocal music in school. 200 students majoring in vocal music are randomly selected from three universities. These students come from different schools and grades, their personality characteristics are different, there is a gap in family economic situation, and their vocal music learning level is different. Understand their views on vocal stage performance and vocal singing and relevant teaching suggestions. The principal component analysis method is used to analyze the relevant factors to study the influence of the reformed vocal music teaching mode on the anxiety psychology of vocal music students. The relevant influencing factors are quantified by grade 0-4. The higher the score, the greater the impact. The relevant data are processed and analyzed by Excel software and SAS software.

Results: The anxiety of college students is a common psychological problem. Affected by the environment and students' personality characteristics, the degree of anxiety of students is different. For students majoring in vocal music, their anxiety psychology is mainly manifested in singing anxiety and stage performance anxiety. Due to the lack of self-confidence, excessive pursuit of perfection and insufficient stage preparation, vocal music students have anxiety, which seriously affects their learning enthusiasm and initiative, and has a certain negative impact on their physical and mental health. After the reform of vocal music teaching mode, the self-confidence of vocal music major has been improved, the self-awareness is more accurate, and the learning level has been significantly improved. Among the effects of the reformed vocal music teaching mode on the anxiety psychology of vocal music majors, stage performance psychological training and regulation have the greatest impact on the anxiety psychology of freshmen majoring in vocal music, with a score of 4 points. See Table 1 for the specific results.

Table 1. The influence of the reformed vocal music teaching mode on the anxiety psychology of vocal music majors

Grade	Stage performance psychological training and regulation	Stage experience summary	Teachers' emotional regulation	Strengthen music sense training
Freshman	4	4	3	3
Sophomore	3	4	3	4
Junior	4	3	3	4

Conclusions: Through the reform of vocal music teaching mode in colleges and universities, the learning efficiency of vocal music students is greatly improved, the anxiety psychology of students is significantly improved, and the music sense of students is continuously enhanced.

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THE IMPROVEMENT EFFECT OF TRACK AND FIELD TRAINING INTENSITY AND TRAINING AMOUNT ON STUDENTS' COGNITIVE IMPAIRMENT IN COLLEGE PHYSICAL EDUCATION

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Background: Cognition is the brain's comprehensive perception of external things, mainly including psychological processes such as execution, perception, thinking, attention, memory and judgment. Cognitive function is mainly reflected in executive function, attention and memory. Memory refers to the neural process of storing and extracting information or experience in the brain. It is the first aspect of cognitive decline, and memory decline is the main symptom of patients with cognitive impairment. Mild cognitive impairment is a precursor of dementia. It is an intermediate state between dementia and healthy aging. It is one of the main health problems caused by the aging of the world population. At present, the incidence rate of global cognitive impairment is increasing year by year, and is becoming younger and younger. The prevalence of cognitive impairment in European and American developed countries ranges from 1% to 6%, and in China, the prevalence among people over 60 years old ranges from 8.3% to 35.9%. Research shows that the proportion of cognitive impairment transformed into dementia within three years is about 39%, while the proportion of normal people is less than 1%. The average treatment cost of dementia patients in China accounts for about 40% of family income, which is far greater than that of non-dementia patients. Therefore, patients with cognitive impairment will cause a serious economic burden on their families, and then evolve into a major global social problem. In addition, the mental and behavioral symptoms caused by cognitive impairment will also lead to the impairment of patients' social ability and life ability, which will seriously affect the lives of patients and their families. Some studies have pointed out that mild cognitive impairment can return to normal under certain conditions, and once it turns into dementia, the damage to the nerve will not be reversed. Strengthening the early intervention of patients with cognitive impairment is of great significance to prevent the further deterioration of the disease.

Research shows that sports track and field training can effectively improve students' cognitive impairment symptoms. In the past track and field teaching, the teachers' usual training principle is high training amount and low training intensity. However, in the actual results, the traditional training mode has not achieved good results, and cannot effectively improve the symptoms of students' cognitive impairment. Students' long-term experience of such training will lead to students' muscle injury, which cannot really give full play to their own characteristics. In serious cases, it will lead to extreme fatigue of the nervous system, and even affect the students' motor nervous system, resulting in serious psychological trauma and even confusion of consciousness and consciousness, which is very dangerous for students.

Objective: In the physical education of colleges and universities in China, track and field sports are of great significance to improve the sports level and physical and mental health development of college students, and can promote the overall improvement of college students' physical and mental quality. At the same time, in track and field teaching in colleges and universities, training quantity and training intensity are two important factors, which directly affect students' training effect and psychological quality. This study mainly analyzes the relationship between the intensity of track and field training and the amount of training in colleges and universities, and provides suggestions for improving students' track and field training effect and mental health.

Research objects and methods: 300 college students with cognitive impairment were selected as the research object. The teaching mode was optimized after the training intensity and training amount. The teaching time lasted for 3 months. After the teaching was completed, the relief of cognitive impairment symptoms of college students before and after teaching was analyzed.

Study design: After optimizing the teaching mode of training intensity and amount, evaluate the improvement of cognitive impairment symptoms of subjects. The evaluation methods mainly include invalid, effective and obvious effect. The invalid is that the students' mental state is not improved, and the effective cognition, emotion and will are improved. The obvious effect is that cognition, emotional behavior and will are significantly improved. Total effective rate = (effective + effective) / total number of people × 100%.

Methods: The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

Results: After teaching and test, the improvement rate of symptoms reached 89.0%, which has a high effect and application value.

Table 1. Statistics of improvement effect after teaching

Time	Invalid	Effective	Remarkable effect	Total effective
After teaching	33	105	162	267 (89.0%)

Conclusions: Track and field training can not only effectively promote students' physical and mental development, but also develop students' thinking ability. In order to better strengthen the intensity and

training amount of students' track and field sports, teachers need to formulate a scientific and reasonable teaching plan, and cannot blindly strengthen the training of students and increase the training amount. Therefore, teachers should understand the physical condition of each student, formulate appropriate training plans according to the actual situation of students, reasonably grasp the training intensity and amount, and arrange students to train in a planned way. In addition, teachers should make corresponding improvements to the problems in the teaching process, so as to improve the teaching quality and promote the healthy and all-round development of students' bodies and minds.

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PROMOTING EFFECT OF COPING STRATEGIES OF COAL MINE SAFETY STANDARDIZATION MANAGEMENT ON THE IMPROVEMENT OF EMPLOYEES' COGNITIVE IMPAIRMENT

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Background: Cognitive impairment is a common clinical symptom in psychosis. It is a key entry point for the early diagnosis of dementia and can provide a key basis for the early prevention of dementia. Mild cognitive impairment mainly refers to mild memory or other cognitive impairment beyond the allowable range of their age, but it does not meet the diagnostic criteria of dementia. Patients with cognitive impairment have normal activities of daily living, but the etiology cannot be explained by known neurological and mental diseases. They are in an intermediate transition state between aging and early dementia. At present, cognitive impairment has attracted more and more scholars' attention at home and abroad. Research shows that mild cognitive impairment can be divided into four subtypes: forgetting type, multi cognitive domain forgetting type, single non-memory type and multi cognitive domain non-forgetting type. In the field of epidemiology, 40% of the patients with cognitive dysfunction develop dementia, and the incidence rate is 10 times that of normal people. It indicates that patients with cognitive impairment are the high-risk group of dementia. The conversion rate of cognitive impairment into dementia will increase significantly with the extension of time. The conversion rate within 1 year of initial diagnosis will be 10%-15%, and will reach more than 55% within 4-5 years. Therefore, the early prevention of cognitive impairment is particularly critical. Some scholars pointed out that cognitive impairment is divided into seven clinical stages from normal cognition to very severe dementia, and pointed out that the diagnosis of dementia should be extended to preclinical and cognitive impairment. In addition, cognitive impairment is also associated with dementia, indicating that the early diagnosis and treatment of dementia is beginning to become promising. Research shows that the standardized management of enterprises is conducive to improving the symptoms of cognitive impairment. At present, the safety and quality standardization management of domestic coal mining enterprises must comply with laws, regulations, rules and regulations, including coal mining, excavation, electromechanical, transportation, ventilation, water prevention and other production links of the mine, as well as the safety and quality work of relevant posts, so as to keep the coal mine in a good state of safety production, to ensure the safety of miners' lives and the modernization of coal industry. Focusing on the basic work of coal mine safety, relevant national safety departments have introduced a series of laws, regulations and rules, which provide a legal basis for in-depth coal mine quality standardization, effectively curb illegal mining and illegal production, and provide a basis for coal mine quality standardization.

Objective: The nature of coal mine safety quality standardization mainly includes scientific, mandatory, operable, comprehensive and developable. Therefore, it must be formulated according to the psychology of staff. This study mainly discusses the impact of coal mine safety standardization management on patients with cognitive impairment in enterprises, in order to provide suggestions for improving the symptoms of cognitive impairment.

Research objects and methods: 120 employees with cognitive impairment in 6 coal mining enterprises were selected as the research objects. The research objects were subject to coal mine safety standardized management. After 2 months, the relief of cognitive impairment symptoms of the subjects was observed.

Research design: Before and after the standardized management of coal mine safety, the Mini-Mental State Examination (MMSE) was used to evaluate the improvement of cognitive impairment symptoms, including memory, attention, understanding and time orientation. The total score was 0-30. The higher the score, the stronger the ability.

Methods: The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

Results: The MMSE score after the application of coal mine safety standardization management was significantly higher than that before the management ($P < 0.001$), indicating that the coal mine safety standardization management has a high effect and application value.

Table 1. Statistics of improvement effect before and after management

Scoring method	Before management	After management	<i>t</i>	<i>P</i>
MMSE Score	12.42±2.69	20.57±4.74	8.323	0.000

Conclusions: Coal mine safety quality standardization is the basis for coal enterprises to ensure safety in the production process, and it is important content and fundamental way to establish coal mine safety mechanism. Coal mine safety and quality standardization have been comprehensively promoted in China's coal industry and achieved great results. However, due to the production characteristics of the coal industry and the continuous progress of science and technology, safety and quality standardization needs to be revised and improved continuously. This is a long-term, basic, and daily work. It is necessary to summarize mistakes and find out deficiencies in the process of construction and development. It is also necessary to constantly learn from the advanced management experience of excellent enterprises and constantly improve the content of quality standardization management. So as to improve the standardized management level of coal mine safety and quality as a whole, create a civilized and harmonious safety production environment for miners, ensure the life safety of miners and the benign operation of the mine, and build an intrinsically safe mine.

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ON THE CONSTRUCTION OF DESIGN INDUSTRY COLLEGE FROM THE PERSPECTIVE OF ART DESIGN PSYCHOLOGY

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Background: Art design psychology is a theoretical course for design majors. It is a subject that designers must master. It is based on psychology. It is a knowledge that applies people's psychological state, especially people's psychology for needs, to design through consciousness. At the same time, it studies people's mentality in the process of design creation and the psychological response of the design to society and social individuals. In turn, it plays a role in making the design more able to reflect and meet people's psychology. Art design runs through the whole process of humans changing the world. In order to design products that meet the needs of generations, designers should think from the perspective of art design psychology and innovate the design concept of modern art. With the continuous development of society, people's requirements for art design are becoming higher and higher, which makes innovative thinking become the main development trend of modern design. As an interdisciplinary subject of industrial design and consumer psychology, art design psychology is a branch of applied psychology. Design psychology is a psychology that studies the interaction between people and things. It studies how to grasp consumer psychology, follow the law of consumer behavior, design marketable products and finally improve consumer satisfaction in design activities. It can be seen that design psychology studies the relationship between environment, people and things, and the relationship between psychological phenomena and emotional factors of designers and audiences.

For the College of design industry in colleges and universities, it needs to meet the dual needs of students' psychology and physiology, and emphasize that design takes students as the starting point, so as to finally achieve the purpose of being used by students. As the main body of learning, students are both natural and social people. Therefore, the humanized design of courseware should be fully considered in these two aspects. For example, we should consider the students' perception characteristics, reaction characteristics, physiological characteristics and psychological characteristics. The purpose of students' social behavior, values and humanistic environment are to attract their attention and improve their learning effect. In order to better build the art industry, colleges and universities should be based on art design psychology in order to design innovative products that meet the requirements of the times and consumer psychology, so as to promote the development of the art industry. Because the psychological needs of consumers will change constantly, designers also need to update their design works, and the application of art design psychology has become an important link between consumers and designers. Therefore, college

students should have the ability to innovate and creation and apply the new potential to design.

Objective: With the improvement of people's living standards and the development of the market economy, the art industry in relevant colleges and universities continues to rise and plays a certain role in the socialist market economy. If the art industry in colleges and universities wants to develop rapidly, the key lies in cultivating innovative talents from the perspective of art design psychology. Therefore, this study aims to explore the scheme of building a design industry college from the perspective of art and design psychology, so as to improve the ability of college students in art and design psychology.

Research objects and methods: 200 college students from the college of the design industry in a university were selected as the research object to teach students' art design from the perspective of art design psychology. The teaching time was one semester. After the teaching was completed, the ability of art design psychology of college students before and after teaching was evaluated.

Research design: Before and after the art design teaching of students based on the psychology of art design, evaluate the scores of students' design works and professional courses based on the psychology, and the full score is 100.

Methods: The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

Results: After one semester of teaching, the scores of all students' works and examination scores were significantly higher than those before teaching ($P < 0.05$), as shown in Table 1.

Table 1. Comparison of work scores and examination scores before and after teaching

Score	Before teaching	After teaching	<i>t</i>	<i>P</i>
Professional course score	71.69±7.66	76.27±8.11	4.886	<0.001
Work score	71.54±7.58	78.62±7.94	6.517	<0.001

Conclusions: Innovation is the core element of the art design and the standard for evaluating design works. Design psychology is more like the benchmark of the art design, which guides designers to design works that are more in line with the psychology of consumers and closely follow the social and cultural trends in order to meet the different needs of consumers. The future development of the art industry in colleges and universities must be based on the organic combination of people-oriented and innovative design. First, innovation is the soul support of the whole art design industry, which requires designers to carry forward the tradition, go beyond the inertia, actively cultivate innovative thinking and expand innovative technology, so as to continuously improve the value of their artworks. Let college students actively participate in the innovation of art industry, integrate new ideas and new trends into future art and design works in combination with design psychology, enrich campus culture and drive the organic development of art industry at the same time.

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THE INFLUENCE OF STUDENTS' THINKING LOGIC OBSTACLES ON IDEOLOGICAL AND POLITICAL MANAGEMENT IN COLLEGES AND UNIVERSITIES

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Background: No matter in any work, the ability of thinking and logic is one of the necessary abilities for work. Thinking logic can be mainly divided into three categories: formal logic, that is, the logical mode with thinking form and law as the main thinking object. Mathematical logic is a logical category applied to mathematical language or methods. Dialectical logic focuses on the internal contradictions and mutual transformation of things. These three logical forms provide a basic guarantee for human thinking, social and educational functions. In the process of understanding the objective world and external society, any logical way is essential. As an important part of education, ideological and political management in colleges and universities, both the manager and the managed party need certain thinking logic ability. The thinking logic obstacles generated by students are likely to lead to their misunderstanding of Ideological and political management information, and then lead to the failure of Ideological and political management. Thinking logic barrier refers to the phenomenon that people use reasoning, judgment and other logical methods to deduce the external information, which is contrary to the conventional thinking and logical methods, including different forms of expression such as unable to accurately judge the connotation of information, misjudge the logical premise and rules, misinterpret the causal relationship and so on. Because the essence

of Ideological and political management in colleges and universities in the management of students' psychological status, and the management of behavior is only one of the external manifestations of psychological management, the most common way in the process of management is the transmission and understanding of Ideological and political information. Once the process of thinking and politics is influenced by logic, it is very difficult for the students to convey information effectively, that is, the process of thinking and politics is affected by the logic, and then it is very difficult for the managers of colleges and universities to have an effective communication of information. According to the different types of management work, students' obstacles in any aspect of formal logic, mathematical logic and dialectical logic may lead to the failure of Ideological and political management in colleges and universities. Therefore, analyzing the characteristics of students' thinking logic obstacles in college ideological and political management can effectively prevent the negative impact of thinking obstacles on Ideological and political management, so as to ensure the normal progress of Ideological and political management and improve management efficiency.

Objective: This study analyzes the negative impact of thinking logic barriers on Ideological and political management in colleges and universities, so as to help colleges and universities establish a system to prevent and manage students' thinking logic barriers in Ideological and political management.

Subjects and methods: This study mainly uses the way of the field test to detect the thinking logic obstacles of middle school students in Ideological and political management. Through the statistics of the types of obstacles that students show in the field test, this paper analyzes the impact of students' thinking logic obstacles and ideological and political management in colleges and universities.

Study design: This study selects freshmen majoring in English in a university as the experimental object. The experiment is mainly carried out in the form of a field test. The test includes two parts: paper problems and practical problems. Through the statistics of the test results and the observation of the practical test process, the characteristics of students' thinking obstacles in Ideological and political management are collected.

Methods: According to the difference between the results of paper problems and practical problems, this study adopts the methods of observation and computer background statistics to collect the students' field test results.

Results: The proportion of thinking logic obstacles caused by paper problems and practical problems in field inspection is as shown in Figure 1.

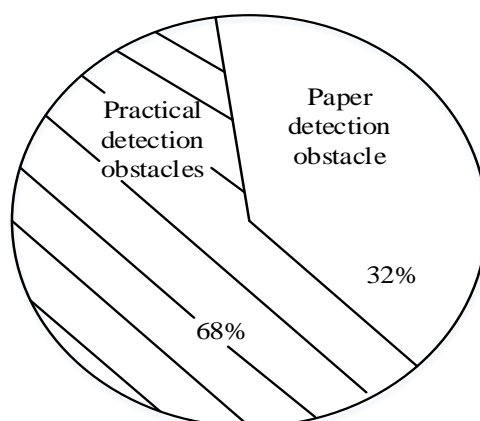


Figure 1. The proportion of practical operation and paper logic obstacle

In Figure 1, the thinking logic obstacles caused by practical problems account for 68% of the whole, while the thinking logic obstacles caused by paper problems account for 32% of the whole. It can be seen that due to the complexity of the problems generated in the practical operation of ideological and political management, students also have more thinking logic obstacles, which has a great impact on Ideological and political management.

Conclusions: In the process of Ideological and political management in colleges and universities, the transmission and understanding of information is often an important part of guiding students' actions in management. Once students have thinking logic obstacles in the process of receiving and understanding information, it will affect students' understanding of Ideological and political management information, and then lead to the obstruction of Ideological and political management. Analyzing the characteristics of students' thinking logic obstacles can ensure that students, as managers, receive wrong information in the process of management, and effectively improve the efficiency of Ideological and political management in colleges and universities.

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THE APPLICATION OF PROJECT COST IN CONSTRUCTION PROJECT MANAGEMENT UNDER COGNITIVE IMPAIRMENT

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Background: Mild cognitive impairment mainly refers to mild memory or other cognitive impairment beyond the allowable range of their age, but it does not meet the diagnostic criteria of dementia. Cognition is the brain's comprehensive perception of external things, mainly including psychological processes such as execution, perception, thinking, attention, memory and judgment. Cognitive function is mainly reflected in executive function, attention and memory. Memory refers to the neural process of storing and extracting information or experience in the brain. It is the first aspect of cognitive decline, and memory decline is the main symptom of patients with cognitive impairment. At present, the incidence rate of global cognitive impairment is increasing year by year, and is becoming younger and younger. Some studies have pointed out that mild cognitive impairment can return to normal under certain conditions, and once it turns into dementia, the damage to the nerve will not be reversed. Strengthening the early intervention of patients with cognitive impairment is of great significance to prevent the further deterioration of the disease. The research shows that the scientific and effective application of project cost in construction project management can improve the symptoms of employees' cognitive impairment. Scientific cost control can reduce the occurrence of changes and reconstruction caused by unreasonable cost control in project construction, and effectively improve employees' mental health problems, especially cognitive impairment. Because patients with cognitive impairment have poor understanding and learning ability, poor ability to master new things and new knowledge, and relatively blocked information, they can't know what happened, let alone understand the severity of the problem. Patients' cognitive abilities such as memory, judgment and execution decline. They don't know when and how to do a good job in work control and management, how to do a good job in protection, and it's difficult to remember the things repeatedly instructed. Moreover, patients have poor self-control ability, sometimes stubborn personalities, and may have stereotyped behavior. Patients are prone to anxiety and depression, emotional fluctuations, more obvious sense of insecurity, more prone to psychological stress response, and even the risk of inducing and aggravating mental and behavioral symptoms.

Objective: By analyzing various factors affecting the construction project cost, and aiming at the cognitive impairment of employees, scientifically and effectively put forward the application scheme of the project cost in construction project management technology, so as to improve the cognitive impairment of employees while improving the efficiency of construction project management.

Research objects and methods: 150 employees with cognitive impairment in a regional construction enterprise were selected as the research object. The project cost construction project management scheme based on cognitive impairment was used for 4-month management, and the effects of enterprises before and after management and the improvement of employees' cognitive impairment were evaluated.

Research design: The intervention time of this experiment is 4 months, and the construction enterprise employees are given the project cost and construction project management scheme management mode based on cognitive impairment. After the experiment, the improvement of cognitive impairment was evaluated by a Neuropsychiatric Inventory questionnaire (NPI), and the scores before and after the experiment were compared and analyzed.

Methods: The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

Results: After management, the NPI score of employees in the second and fourth months was significantly lower than the baseline level ($P < 0.05$), and the NPI score in the fourth month was significantly lower than that in the second month ($P < 0.05$).

Table 1. Comparison of NPI scores of employees in different periods

Score	Baseline	2 months	4 months
NPI	3.41±4.09	2.36±2.72*	1.74±2.42*#

Note: Compared with baseline, * $P < 0.05$; Compared with the second month, # $P < 0.05$.

Conclusions: Through the preliminary training of construction personnel, the construction personnel can carry out efficient construction, reduce mistakes in construction, and then improve the construction efficiency. In the early training of construction personnel, we should focus on the training of construction

technology. In the training, we should first clarify the contents of the construction project to the construction personnel, and then clarify the construction techniques involved. Whether the construction personnel have mastered the corresponding technology or not, we should re-emphasize the corresponding construction methods, and carry out construction simulation if necessary. Ensure that the construction personnel can fully master the corresponding construction skills. In construction engineering, cost management and control are of great significance. From the current situation, a variety of factors will have a certain impact on the construction engineering cost, such as design factors, material and equipment factors, decision-making factors, construction personnel factors and so on. Therefore, construction companies should have a comprehensive understanding of the influencing factors of construction project cost, and deal with them from multiple levels, so as to continuously improve the effectiveness of construction project cost management and control.

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RESEARCH ON FINANCIAL AUDIT AND THE CONSTRUCTION OF MODERN FINANCIAL SYSTEM FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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Background: Research on financial audit and the construction of modern financial system from the perspective of social psychology social psychology is an important science related to people's daily life. It can not only cover the advantages of all disciplines, but also add vitality to the long-term development of various disciplines. Irving's social interaction and habit analysis are the earliest disciplines proposed by psychologists. As a new category of language marginalization, sociopsycholinguistics follows the guiding principle of human standard, and the research object is people in society. Social psychology plays a very important role in the process of social development and interpersonal communication. If the national society wants to realize the people-oriented sustainable development, it needs the help of the relevant research of social psychology. With the rapid development of national economy, financial audit and modern financial system are also facing new reforms, which is an important requirement for promoting the modernization of national governance. It is of great significance to improve the financial audit and modern financial system. The Third Plenary Session of the 18th CPC National Congress clearly pointed out that finance is an important and basic pillar of national governance, and promoted the role of finance to the national level for the first time. At the Fourth Plenary Session of the 19th CPC Central Committee, it was proposed to divide the financial power and administrative power among governments, build local and financial relations with regional balance, financial coordination and clear rights and responsibilities, and form a system corresponding to the financial power, expenditure responsibility and administrative power of governments at all levels.

At present, the national economic development model has basically realized the transition to the stage of high growth and high quality, but there are still very prominent problems in the financial audit and modern financial system, which can be reflected in the unsatisfactory effect of the reform of the financial and tax system and the obvious problems in the tax system model; The investment and financing mechanism is relatively backward, the flexibility and scientificity are relatively lacking, and the market operation cost is high; Budget management is weak and budget execution is lacking. In view of these outstanding problems, building a modern fiscal and taxation system and promoting the internationalization of national governance are urgent problems to be solved at this stage. To achieve this goal, we should pay attention to the following points: establishing a sound fiscal and tax system, clarifying the fiscal relationship between the local and central governments, adjusting the fiscal and tax expenditure structure, and training professionals. With the continuous improvement of financial audit and modern financial system, it has become an inevitable demand to have high-quality, comprehensive and professional fiscal and tax talents. Government departments need to regularly organize fiscal and taxation personnel to participate in professional learning and training, so as to improve their understanding of the basic characteristics, development trend and key role of financial audit and modern financial system, and help them establish a rich fiscal and taxation professional knowledge system.

Objective: This paper analyzes the construction effect of financial audit and modern financial system under the background of social psychology, in order to improve the quality of national financial service and the quality of employees.

Research objects and methods: Select two enterprise financial related personnel to evaluate the

constructed financial audit and modern financial system through the fuzzy comprehensive evaluation method. The evaluation number of each enterprise is 50 and the cycle is 6 months. The evaluation content includes individual social psychology and social behavior, interpersonal psychology and behavior, and mass social psychology. Individual's social psychology and social behavior include social motivation, social attitude, social cognition, etc.; The psychology and behavior of interpersonal communication include interpersonal influence, interpersonal communication and interpersonal relationship; Mass social psychology includes national psychology and mass psychology. The evaluation results are evaluated by the five-grade scoring standard of 1-5 points. The higher the score, the healthier the psychology. In order to facilitate the expression of the research results, the average value of all objects is selected as the final result.

Methods: Analyze the construction effect of financial audit and modern financial system through the latest version of minitab20 data statistics software.

Results: Table 1 refers to the evaluation results of financial audit and modern financial system by the relevant financial personnel of enterprise B. It can be seen from Table 1 that in the three aspects of individual social psychology and social behavior (Q1), interpersonal psychology and behavior (Q2) and mass social psychology (Q3), financial audit and modern financial system have high mental health scores with the increase of duration. Therefore, the constructed financial audit and modern financial system can meet the development requirements of social psychology.

Table 1. Evaluation results of financial audit and modern financial system by relevant financial personnel of enterprise B

Category	Before	After 1 month	After 3 months	After 6 months
Q1	1	2	2	4
Q2	2	2	3	4
Q3	2	3	3	4

Conclusions: The constructed financial audit and modern financial system can meet the development requirements of social psychology. The research plays a role in promoting the efficient, standardized and scientific development of the fiscal and tax system. The constructed fiscal and tax system has certain popularization value and practical application significance.

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APPLICATION OF REFINED MANAGEMENT IN PREFABRICATED BUILDING CONSTRUCTION PROJECT MANAGEMENT UNDER COGNITIVE IMPAIRMENT

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Background: Cognitive impairment refers to the abnormal processing of advanced intelligent knowledge in the process of thinking, judgment and learning. In most cases, it will produce dysfunction such as memory function and learning, and even pathological behaviors such as loss of line, recognition and use. At present, the medical field generally believes that the main causes of cognitive impairment are chronic brain injury, chronic systemic diseases and mental and psychological abnormalities, among which mental and psychological abnormalities are the most important. Cognitive impairment can be divided into thinking impairment, memory impairment and perception impairment according to different performance types. The clinical manifestations of thinking disorder include delusion, thinking logic disorder, association process disorder, abstract generalization stage disorder and so on. In clinical practice, memory impairment mainly includes memory error, memory fragment loss, memory enhancement and so on. The perceptual disorder can be manifested as a perceptual comprehensive disorder, sensory sensitivity, sensory retardation and so on. Under the background of cognitive impairment, assembled construction managers will have a series of problems, mainly manifested in the inadequate management of assembled construction projects, the inadequate implementation of construction engineering management system, the insufficient attention to construction engineering management, the insufficient preparation in the construction preparation stage, and the lack of a perfectly fine management mechanism.

The prefabricated construction project management scheme combined with fine management can

reduce the symptoms of patients with cognitive impairment, which is reflected in many studies at home and abroad. At present, there are still many loopholes in the supervision of construction engineering. Most enterprises rely too much on government functional departments because of their imperfect project management, which leads to the poor effect of management. For the problem that the construction project management system is not in place, although the competent departments at all levels have formulated the supervision and management norms of the construction industry, they still cannot achieve the effect of satisfaction in the specific implementation process. In view of the importance of construction project management, at this stage, the construction units advocate the principle of putting interests first. There are deficiencies in the implementation of many projects management work, the quality of the project cannot be effectively guaranteed, and the construction enterprises cannot get good development. Aiming at the problem of the insufficient construction preparation stage, it is mainly reflected in the low rationality of prefabrication construction and the low professional technical level and ability of construction enterprises. For the lack of a fine management mechanism, it is difficult to quantify the work standards. It is analyzed that the main reasons affecting the realization of high efficiency of construction engineering are the essential difference between the management mode of prefabricated building and the traditional management mode, the work mistakes of managers and so on. In view of these problems existing in prefabricated buildings, the development of prefabricated buildings in the future needs to be improved from the following aspects: strengthening construction technology management, improving management system, innovating construction engineering, optimizing construction management process and saving economic cost.

Objective: In order to analyze the impact of prefabricated construction project management combined with fine management on patients with cognitive impairment in the construction industry, this paper aims to provide new ideas and research directions for the future prefabricated construction project management and the mitigation of cognitive impairment.

Research objects and methods: Patients with mild cognitive impairment in two regions were selected as the research object. The improvement of patients with cognitive impairment before and after refined management of prefabricated building construction project management scheme was evaluated by fuzzy comprehensive evaluation method. The duration of the experiment was 6 months. Patients' cognitive impairment was measured with the help of Montreal Cognitive Assessment (MoCA), which includes seven dimensions: calculation and orientation, abstract thinking, visual structure skills, language, memory, executive function, attention and concentration. The full score is 30. The higher the score, the better the cognitive function. In order to avoid the influence of personal subjective factors on the research results, the lowest score and the highest score are omitted in the experiment, and the average scores of other research objects are taken as the final results.

Methods: Through SPSS23.0 data statistical analysis software to obtain the effect of assembly construction project management scheme on patients with cognitive impairment before and after fine management.

Results: Table 1 refers to the effect of the Q area prefabricated building construction project management scheme on patients with cognitive impairment before and after fine management. Before and after the refined management of the prefabricated construction project management scheme, the cognitive impairment of patients has been greatly improved, especially in abstract thinking and language.

Table 1. Effect of refined management of Q area prefabricated building construction project management scheme on patients with cognitive impairment

Factor	Before intervention	Intervention 6 months
Calculation and directional force	2.12±0.59	3.25±0.59
Abstract thinking	2.21±0.43	3.56±0.43
Visual structure skills	2.21±0.55	3.34±0.55
Language	2.06±0.41	3.53±0.41
Memory	2.31±0.59	3.21±0.59
Performing function	2.02±0.43	3.22±0.43
Attention and concentration	2.12±0.55	3.21±0.55

Conclusions: The prefabricated construction project management scheme after fine management can greatly improve the symptoms of patients with cognitive impairment. This scheme is an effective strategy for the treatment of thinking disorder. At the same time, the proposed project management scheme can be applied to the management of other prefabricated construction projects, so as to improve the management ability of prefabricated construction projects.

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RESEARCH ON TEACHING REFORM OF ART MAJORS IN HIGHER VOCATIONAL COLLEGES UNDER COGNITIVE IMPAIRMENT

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Background: The behavioral characteristics of cognitive function are mainly manifested in the changes of executive ability, attention, language ability and social cognition. For social cognitive ability, it is mainly manifested in anxiety in social communication, weakening of emotional control ability, decline of resonance ability and reduction of recognition of social clues. For attention, it is mainly manifested in the reduction of information processing speed, selectivity and other types of attention changes. For the executive ability, it is mainly manifested in the decline of organization and decision-making ability and the inability to complete complex tasks. For language ability, it is mainly manifested in grammatical errors, ignoring social etiquette, the phenomenon of words failing to express their meaning in communication with people, and problems in abstract language expression and understanding. Clinically, cognitive impairment is a transitional state between normal people and early Alzheimer's disease. Mild cognitive impairment is characterized by wandering, anxiety, depression, forgetfulness, memory and attention loss. Moderate cognitive impairment is characterized by further aggravation of cognitive ability. Patients can be characterized by large emotional fluctuation, paranoia, anxiety, reduced understanding and language expression ability, and reduced resolution of objective things such as time. Severe cognitive impairment develops further from moderate cognition. Patients show decreased overall function and develop dementia, which will lead to delusion, indifference, lack of self-care ability, and so on.

As an art form, the ultimate purpose of art specialty teaching in higher vocational colleges is to further improve and even enhance students' psychological quality and ideological realm through the cultivation of aesthetic sentiment, so as to help individuals achieve comprehensive and all-round development. The integration of new media teaching methods in higher vocational art courses can improve the symptoms of cognitive impairment and help students improve their cognitive level. Under the background of cognitive impairment, there are very prominent problems in the reform of art major curriculum teaching in higher vocational colleges under the impact of new media, which are embodied in how to scientifically and effectively apply new media technology to the daily work and teaching of higher vocational colleges, and how to maximize the modern advantages of new media technology in teaching. Under the new situation of the development of new media, the demand for talents trained in the teaching of art courses will change greatly. Higher vocational colleges need to combine "creativity and practicality" and "theory and practice" and pay attention to the dual emotions of psychological experience, emotion, content diversification and form. The teaching method should make an orderly transition towards the goal of intellectualization and digitization, and realize the upgrading and updating of teaching software and practice site with the help of new media technology, so as to form a top-down professional consensus for the whole professional curriculum. In the context of improving cognitive impairment, the integration of new media teaching methods in higher vocational art courses should pay attention to the following points. First, diversified curriculum teaching. With the help of new ideas, new carriers, and new technologies, new media has diversified forms of expression. The course teaching of art majors needs to be combined with the recognition of art value and the resetting of corresponding professional course teaching through the thinking mode of new media art industry. Second, effectively integrate professional curriculum teaching and new media art. Digital media art should be effectively combined with the teaching of art professional courses, give full play to the role of new media technologies such as video editing, audio production, dynamic effect production, virtual reality technology and nonlinear editing and production, and provide a professional teaching mode for the teaching body of art professional courses. Third, improve teachers' teaching level. Regularly organize training and learning to improve teachers' teaching ability and quality, and help teachers cultivate students with high quality and strong comprehensive ability.

Objective: To explore the improvement effect of higher vocational art curriculum teaching mode on patients with cognitive impairment, in order to provide new research ideas and directions for improving the innovative development of art curriculum teaching under the background of cognitive impairment.

Research objects and methods: Students with mild cognitive impairment in two higher vocational colleges were selected as the research object. The total number of research objects was 100, and the experimental period was 6 months. Through the Density-Based Clustering (DENCLUE) algorithm based on density distribution function, this paper analyzes the improvement effect of the teaching mode of art

majors in higher vocational colleges on cognitive impairment. The improved content is evaluated through three aspects: memory, abstract thinking and attention. The evaluation results are accuracy and specificity. The higher the value of these two indicators, the better the effect of teaching reform.

Methods: Through the latest version of Minitab20 data statistics software, this paper analyzes the improvement effect of the teaching reform of art majors in higher vocational colleges on cognitive impairment.

Results: Table 1 refers to the improvement effect on cognitive impairment before and after the teaching reform of art majors in higher vocational colleges. It can be seen from Table 1 that the teaching reform of art majors in higher vocational colleges in China can greatly improve the memory, abstract thinking and attention of patients with cognitive impairment. After 6 months, the accuracy rate is as high as 95%.

Table 1. Improvement of cognitive impairment before and after the teaching reform of art majors in higher vocational colleges

Category	Before	After 1 month	After 3 months	After 6 months
Memory	89.68	91.21	94.26	97.25
Abstract thinking	86.34	91.23	92.32	96.35
Attention	88.66	89.65	92.30	95.36

Conclusions: The teaching reform model of higher vocational art majors integrating new media technology has a good effect on the treatment of patients with cognitive impairment. This model can be applied to other schools to increase the applicability of this teaching model.

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ON THE CONTEXT RELATED TO CONTEMPORARY MINORITY MUSIC EDUCATION IN CHINA FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Different from psychology, educational psychology focuses on the psychological laws of student groups, and evaluates whether students can learn knowledge and master corresponding skills under normal teaching conditions. Educational psychology originated in the early 20th century. In recent years, educational psychology is closely related to psychiatry, medicine, sociology, anthropology, education and other fields. The main research content of educational psychology is the basic psychological laws of education and teaching in education and teaching situations. Based on psychology, the research involves teaching design, educational technology, special education and classroom management. Educational psychology is a subject that studies the law and essence of students' psychological activities. Its goal is to cultivate a sound personality and healthy psychology. Educational psychology can improve the level of teachers, improve the quality of education and teaching, and promote the reform of education and teaching. The characteristics of educational psychology include teachers' characteristics, students' characteristics and teaching methods. The future research trend of educational psychology is learners' subjective initiative, the action mechanism in the learning process, the influence of situational environment on learning results, teaching mode and so on. The practical significance of this discipline is to assist teachers to complete the problems in teaching work, provide scientific and reasonable theoretical guidance for teachers' teaching work, and assist teachers to analyze in practical teaching work.

The education and teaching of contemporary ethnic minority music in China is of great significance. In the process of learning ethnic music education, students can develop and carry forward traditional culture, which can make sufficient preparations for the inheritance and inheritance of Chinese culture. At present, there are various problems in minority music education and teaching. The context of minority music education and teaching combined with educational psychology includes philosophical context, anthropological context and pedagogical context. Minority music education is the product of the combination of practice and theory in the process of historical development. With the rapid development of the times, countries all over the world have entered a diversified era. Influenced by various objective factors, the objective fact of "Marginalization" of ethnic minority education really exists. Music plays an important role in the process of social construction. Music is a key part of social and cultural development, and its value and significance are worth studying. In the process of contemporary music development,

minority music education is the most important part of music development. In the context of pedagogy, minority music education is influenced by methodology, objectivism and epistemology. Minority music education needs to form a music view with Chinese national characteristics based on Chinese culture. Ethnic minorities are an indispensable part of Chinese national characteristics. The state needs to strengthen the exploration and education of ethnic minority music, so that ethnic minority can not only maintain their own national characteristics, but also promote the diversified development of ethnic minorities.

Objective: This paper analyzes the relevant context of contemporary minority music education in China under the background of educational psychology, in order to put forward new research ideas for the development of minority music education and lay the foundation for the improvement of students' comprehensive quality.

Research objects and methods: The students of five schools are selected as the research object. Through the Apriori association rule algorithm to analyze the correlation degree between the context of contemporary ethnic minority music education and students' related psychology, the number of students in each school is 100. Students' psychology is willpower, emotional function and cognitive ability. The evaluation results are determined by confidence and support. The minimum values set are 85% and 76%, respectively. In order to ensure the reliability of the results, the average value of all research object data is taken as the final result.

Methods: The results of association rules between the context related to minority music education and students' psychology combined with educational psychology are analyzed by NOSA data statistical analysis software.

Results: Table 1 refers to the results of the relevance between the context of contemporary ethnic minority music education and students' relevant psychology. The confidence of willpower, emotional function and cognitive ability of school students are all within the ideal value range. Combined with educational psychology, minority music education has a great relationship with students' willpower, emotional function and cognitive ability.

Table 1. The results of the relevance between the context of contemporary minority music education and students' related psychology

College	Willpower	Emotional function	Cognitive ability
College 1	87	86	91
College 2	89	88	92
College 3	90	89	89
College 4	91	90	87
College 5	87	91	88

Conclusions: Combined with educational psychology, the context related to minority music education has a high correlation with students' mental health. The subsequent analysis can focus on the relevant context of minority music education combined with educational psychology, so as to make corresponding contributions to the long-term development of minority music.

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THE EFFECT OF MUSIC EDUCATION TEACHING MODE ON STUDENTS' PSYCHOLOGY UNDER THE BACKGROUND OF EDUCATIONAL PSYCHOLOGY AND QUALITY EDUCATION

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Background: With the improvement of social requirements for students and the increase of parents' expectations, most students put forward higher requirements for their grades. However, limited by social experience and psychological endurance, the vast majority of students will be hit by cruel society when they step into society, which will lead to a series of psychological problems. Under the background of quality education, college education needs to pay attention to the all-round comprehensive development of students' morality, intelligence, physique, beauty and labor. Educational psychology is a subject that

studies the law and essence of students' psychological activities. Its goal is to cultivate a sound personality and healthy psychology. Educational psychology is an important branch of applied psychology. It is an interdisciplinary subject of pedagogy and psychology. The main research content is the basic psychological laws of education and teaching in the context of education and teaching. There is usually an intersection between school and psychology. The focus of educational psychology is to analyze theoretical work, and the focus of school education is to engage in school and related specific affairs. Educational psychology is based on psychology and involves teaching design, educational technology, special education and classroom management.

It is of great significance to combine the mode of music education in colleges and universities with the requirements of educational psychology and quality education. At this stage, the problems of the teaching mode of music education in colleges and universities are as follows: there is less communication and interaction between teachers and students, students' learning enthusiasm is low, and there is a lack of explanation and guidance of appreciation classes. In the process of music teaching, teachers' words and deeds are the main form of communication and interaction between teachers and students. In traditional teaching, teachers only pay attention to singing methods, and relatively less interpretation of works, and less exchange and interaction of ideas. The most important subjective factor for the improvement of students' comprehensive quality is the low learning initiative, which is mainly due to the low professional ability of students and the great influence of the external environment on students' values, outlook on life and world outlook. The teaching goal of music education is to improve students' comprehensive appreciation ability and their own cultural and professional quality. However, at present, most teachers only show the teaching-related content in the appreciation class, and do not provide students with the opportunity to communicate and show. In this context, it has a positive effect to put forward an innovative scheme of music education and teaching mode. The innovation and reform of the scheme is reflected in the basic theory of vocal music, singing teaching, personal characteristics, professional orientation and innovation ability.

Objective: This paper discusses the innovative mode of music education and teaching mode in colleges and universities under the background of educational psychology and quality education, in order to provide constructive suggestions for the reform of music education and teaching mode in colleges and universities.

Research objects and methods: The students of two schools are selected as the research object. The innovative mode of music education and teaching mode in colleges and universities under the background of educational psychology and quality education is evaluated by K-means II clustering analysis algorithm. The number of students in each school is 25. The evaluation content includes six parts: basic theory of vocal music, singing teaching, personal characteristics, professional orientation and innovation ability. The evaluation results are very satisfied, quite satisfied, satisfied, slightly satisfied and not very satisfied. In order to ensure the reliability of the results, the average value of the evaluation results of all research objects is taken as the final result.

Methods: Through the latest version of CHISS statistical analysis software, this paper analyzes the educational development and teaching innovation results of Journalism and communication specialty under educational psychology.

Table 1. Evaluation results of innovative teaching model of music education in colleges and universities under educational psychology and quality education

Type	Very satisfied	General satisfaction	Satisfied	Dissatisfied	Very dissatisfied
Basic theory of vocal music	12	7	6	4	2
Singing teaching	5	6	7	3	4
Personal characteristics	4	6	5	4	6
Career orientation	5	3	6	6	5
Innovation ability	5	4	5	5	6
Basic theory of vocal music	6	9	5	3	2

Results: Table 1 refers to the evaluation results of the innovative mode of music education and teaching in colleges and universities under the educational psychology and quality education of schools. It can be seen from Table 1 that the innovative mode of music education and teaching in colleges and universities has good satisfaction evaluation results in six aspects: basic vocal music theory, singing teaching, personal characteristics, professional positioning and innovative ability. Among them, the satisfaction of innovation ability is the highest, with a value of 80.0%. This shows that after the introduction of educational psychology, the innovative model of music education and teaching in colleges and universities can be widely recognized

by students, and the innovative model can be applied to the innovation of music education and teaching in colleges and universities in the future.

Conclusions: The proposed innovative mode of college music teaching combined with educational psychology and quality education has good satisfaction in the basic theory of vocal music, singing teaching, personal characteristics, professional positioning and innovative ability. This mode can significantly improve the students' cognitive, emotional and emotional levels, especially in the students' cognition. This model is of great significance in the innovation and development of music teaching in colleges and universities in the later stage.

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THE EFFECT OF COLLEGE MUSIC EDUCATION MANAGEMENT REFORM MEASURES ON STUDENTS' PSYCHOLOGY FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology is a subject that studies the law and essence of students' psychological activities. Its goal is to cultivate a sound personality and healthy psychology. The characteristics of educational psychology include teachers' characteristics, students' characteristics and teaching methods. Different from psychology, educational psychology focuses on the psychological laws of student groups, and evaluates whether students can learn knowledge and master corresponding skills under normal teaching conditions. The teaching subject of educational psychology theory is the workers engaged in education, and the purpose is to guide teachers to complete teaching work. The future research trend of educational psychology is learners' subjective initiative, the action mechanism in the learning process, the influence of situational environment on learning results, teaching mode and so on. The practical significance of this discipline is to assist teachers to complete the problems in teaching work, provide scientific and reasonable theoretical guidance for teachers' teaching work, and assist teachers to analyze in practical teaching work. Due to the great differences in college students' life experience, growth environment and their own personality, most students feel more irritable and anxious. Therefore, college education should be combined with educational psychology for innovative development, which is not only conducive to the all-round development of students, but also conducive to improving the overall teaching quality of colleges and universities.

The teaching process of vocal music course in colleges and universities faces very big problems, which are embodied in that teachers do not pay attention to dance practice in the professional teaching process, the teaching resources prepared by teachers are limited, it is difficult to bring diversified learning contents to students, the teaching method of teachers in the teaching process is single, and there is no professional talent training plan. Specifically, there is no in-depth excavation of the connotation of teaching content and teaching content, and there is no preparation for the talent training plan. Students are in a boring learning atmosphere. In this case, understanding and mastering the content of music performance are not in place. In terms of teaching resources, teachers cannot help students' in-depth experience. In dance practice, students lack the perfection of practice. Stage practice plays a very important role in music education in colleges and universities. Students' technical skills can be effectively improved, and teachers can find problems in time in the teaching process. Dance practice can give students the opportunity to show themselves and test themselves in stage practice. Stage practice is the key point in teaching. It can not only exercise students' performance ability, but also improve students' good attitude. The reform measures of music education management in colleges and universities are as follows: improve the training scheme of professional talents, innovate the teaching strategy of music courses, integrate the teaching resources of music courses, and formulate the practice of stage performance.

Objective: This paper analyzes the reform and development countermeasures of music education management in colleges and universities under educational psychology, in order to improve the level of music education management in colleges and universities and ensure the cultivation of high-quality music talents.

Research objects and methods: The students of two schools are selected as the research object to evaluate the reform measures of music education management in colleges and universities through the constraint-based cluster analysis algorithm. The number of students in each school is 100. The evaluation

contents are to improve the training scheme of professional talents, innovate the teaching strategy of music course, integrate the teaching resources of music course, and formulate the practice of stage performance. The evaluation results are homogeneity, integrity and weighted average of the two. Among them, the value range of homogeneity and integrity is [0,1], and the weighted average value of both is [0,+∞]. In order to ensure the reliability of the results, the average value of all research objects is taken as the result.

Methods: Through the statistical analysis software of statistical, this paper analyzes the evaluation results of music education management reform in colleges and universities under the background of educational psychology.

Results: Table 1 refers to the evaluation results of school K's management reform of music education in colleges and universities under educational psychology. It can be seen from Table 1 that the uniformity and integrity of the four aspects of improving professional talent training scheme, innovating music course teaching strategy, integrating music course teaching resources and formulating stage performance practice are within the ideal value range, the value range of uniformity is 0.57-0.78, the value range of integrity is 0.62-0.68, and the weighted average value range of the two is 0.62-0.78. The management measures of music education in colleges and universities combined with educational psychology are of great significance.

Table 1. Evaluation results of school K's management reform of music education in colleges and universities under the educational psychology

Type	Homogeneity	Integrity	Weighted average of the two
Improve professional talent training program	0.57	0.62	0.62
Innovative music teaching strategies	0.68	0.63	0.68
Integrating teaching resources of music courses	0.72	0.68	0.78
Formulate stage performance practice	0.78	0.65	0.68

Conclusions: The reform measures of college music education management combined with educational psychology proposed by the research have ideal evaluation results. The follow-up reform measures of college music education management can learn from the research ideas, which can make corresponding contributions to the reform of college music education.

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THE APPLICATION OF FILM AND TELEVISION TEACHING METHOD IN MARXIST TEACHING FROM THE PERSPECTIVE OF COGNITIVE PSYCHOLOGY

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Background: With the continuous development of psychology, new psychological research has become a development trend, and cognitive psychology came into being under this background. Cognitive psychology is a subject that analyzes the law of human psychological activities. Its research object is the cognitive status of human body in psychology, including language, thinking, memory, perceptual learning, attention, perception and so on. Cognitive psychology can be divided into two types: broad sense and narrow sense. The narrow sense of cognitive psychology holds that it is a science of information processing; In a broad sense, cognitive psychology includes information processing psychology, psychologism school and structuralism psychology. Cognitive psychology theory attaches importance to the role of knowledge and points out that the main influencing factor of human behavior is knowledge. There is long-term memory in cognitive process. Long-term memory is determined by emotion and attention. It can also stimulate short-term memory and make it valuable. Marxism teaching combined with cognitive psychology has become a research hotspot of educators at this stage. Years of practical teaching results show that the traditional teaching model cannot achieve the ideal teaching effect. Film and television teaching has become a common teaching method in modern teaching by combining video and audio materials.

Film and television teaching is of great significance in Marxist teaching, which is embodied in the following points. First, change the curriculum model from static to dynamic to improve students' interest in learning. Traditional teaching methods are mostly static and plane teaching methods, which will cause students to lose the fun of learning. Film and television teaching can make the static theory move. Second,

create a good teaching situation and improve the timeliness of teaching. Image teaching shows the forms and social development hotspots at home and abroad to students through image materials and audio-visual, which will put students in a specific situation and improve the persuasion and appeal of teaching. Third, expand teaching time and space and improve students' exploration and creativity. Film and television works can reflect the outlook on life and values, which will enable students to improve their thinking ability and life consciousness in debate and discussion. At present, the problems of the application of film and television teaching method in Marxist teaching are mainly reflected in the following points. First, carefully select rich film and television teaching materials. In the process of selecting teaching materials, we should consider the fit with the purpose of theoretical teaching; The regularity of students' physical and mental growth; Knowledge and ideology of image materials; Pay attention to the timeliness and information of image data. Second, the correct application of image data. The content of image materials needs to be highly consistent with the teaching content. Students should change from passive acceptance of knowledge to active acquisition of knowledge. The teaching process needs to focus on theoretical teaching and supplemented by image teaching. Generally, the teaching time of film and television is 1/3 of the overall class hour. Film and television teaching courses need to be arranged in advance before the beginning, and students need to be driven to discuss together during the classroom. Third, correctly deal with the differences between image teaching methods and other teaching methods. In the case of developing image teaching methods, we should pay attention to its integration with traditional teaching methods, and pay attention to the joint application of interactive teaching, problem teaching, case teaching and other teaching methods.

Objective: This paper analyzes the application effect of film and television teaching in Marxism teaching under the background of cognitive psychology, in order to improve the quality of Marxism teaching in colleges and universities and help students accept professional knowledge in a more relaxed and pleasant situation.

Research objects and methods: 100 college students were selected to carry out the cluster analysis results of film and television teaching in Marx's teaching under the background of cognitive psychology. The evaluation contents include attention, thinking ability, memory function and speech expression ability. The analysis results used the accuracy and recall rate of cognitive process improvement, and the experimental period was 6 months.

Methods: Through the latest version of minitab20 data statistics software, this paper analyzes the application effect of film and television teaching in Marxism teaching under the background of cognitive psychology.

Results: Table 1 refers to the accuracy of Marxist teaching reform before and after the citation of cognitive psychology. On the whole, after applying the reformed Marxism teaching in colleges and universities, students show obvious improvement effects in four cognitive abilities: attention, thinking ability, memory function and speech expression ability.

Table 1. The accuracy of Marxist teaching reform before and after the citation of cognitive psychology

Category	Before	After 1 month	After 3 months	After 6 months
Attention	85.36	86.36	89.35	91.23
Thinking ability	87.56	89.36	91.25	93.28
Memory function	89.36	92.34	93.25	94.26
Speech expression ability	88.36	89.36	91.26	93.24

Conclusions: The effect of the Marxist teaching scheme proposed by the research institute shows that after the application of film and television teaching in Marxist teaching, students' cognitive ability has been generally improved. In the follow-up, this scheme can be applied to Marxist teaching in order to improve the teaching effect of Marxism.

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DIVERSIFICATION OF HIGHER NATIONAL VOCAL MUSIC EDUCATION AND TEACHING UNDER THE OBSTACLE OF THINKING LOGIC

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Background: Thinking obstacle refers to the process that objective things act on the human brain. Due

to the confusion of the starting point of thinking, the fuzziness of thinking image, the deviation of thinking direction, the confusion of thinking logic and the interference of thinking, it is difficult for the human brain to show the normal thinking results of objective things. It can be divided into the abnormal thinking process and abnormal thinking content. The logical barrier of thinking is often manifested in the lack of proper logic in the connection of semantics, that is, when combing the language information organization, the thinking process is limited by relevant conditions or there are conflicts and differences with the original knowledge and ideas, which leads to symbolic thinking, new words, logical fallacious thinking and sophistication thinking. Thinking logic disorder will not only affect people's thinking ability and cognitive ability, lead to their easy to fall into the inherent thinking set, and then lack comprehensiveness and objectivity in the analysis and treatment of problems, but also affect the depth and breadth of people's views on things, resulting in certain physical and mental damage. Thinking logic barriers will limit people's artistic development and the formation of open thinking, reduce people's sensitivity to things and reduce their aesthetic ability. The value of vocal music courses, especially in many colleges and universities, is paid more attention to. However, vocal music teaching is a part of music education and has strong regularity. It needs a lot of practice under the guidance of teachers to strengthen students' music aesthetic experience in training. Due to the differences in individual personality, past learning background and their own endowment resources, vocal music majors show different learning abilities, learning initiative and learning effects. However, the current simplification and "model mechanization" of vocal music education make vocal music education a "tool of education". Learning in a unified model, ignoring the grasp of students' individuality and diversity, ignoring the differences of students' psychological quality and learning psychological problems, will make some students ashamed to show and express themselves. And it will produce self-doubt and negation due to the one-sided evaluation of the outside world, fall into thinking errors and emotional obstacles, produce thinking logic obstacles, and then affect its learning effect. From the perspective of thinking logic obstacles, promoting the diversified development of higher national vocal music education can effectively improve students' perception ability with the help of music carrier, improve the degree of thinking logic obstacles and improve their mental health level.

Objective: In order to improve the mental health level of students with thinking logic disorder, alleviate their symptoms, improve the teaching quality on the premise of meeting the needs of students, and promote the diversified development of vocal music education and teaching.

Research objects and methods: Firstly, the study screened the mental health of students majoring in national vocal music in a university, and took the students with thinking logic obstacles as the research object. Then, with the help of the analytic hierarchy process, it constructed the index level and target level to innovate the current vocal music teaching mode. The diversified teaching model is applied to the research object. The experimental time is four weeks to explore the diversified research and application effect of higher national vocal music education and teaching under the obstacle of thinking logic.

Method design: Bring the learning status and problems of students with thinking logic disorder into the teaching design process, optimize and improve the teaching means and teaching scheme, in order to design a diversified vocal music teaching mode, and collect and analyze the data of the thinking status and learning effect of the research object before and after the experiment, so as to draw the experimental conclusion.

Methods: The exploration of diversified vocal music teaching mode was realized by analytic hierarchy process, and SPSS21.0 statistical Fenix tool to process and analyze data.

Table 1. The classroom behavior and cognition of students with thinking logic disorder

Dimension	Mean	SD
Self-cognitive value	2.314	0.640
Learning enthusiasm	2.759	0.832
Memory impairment	4.287	0.549
Difficulty in understanding vocal music theory	4.251	0.658
Self-efficacy	2.322	0.613
Evaluation objectivity	2.958	0.521

Results: Vocal music teaching is a course aimed at cultivating and training students to master singing skills and skills, cultivating students' feeling, expression and creative ability of music art, constantly innovating classroom teaching methods and promoting the diversification of national vocal music teaching, which can help to meet the needs of students with ideological and logical obstacles, improve their obstacle symptoms and improve their learning quality. The results show that the innovation of vocal music teaching means and the diversity of programs greatly provide students with cognitive impairment with good learning

effect and enthusiasm, and improve the level of mental health. Table 1 shows the general situation of classroom behavior and cognition of students with thinking logic disorders.

Conclusions: Higher national vocal music education can improve students' understanding and creativity of art through the study of basic theoretical knowledge and the appreciation and practice of artistic ability. At the same time, it can meet the psychological needs of students with thinking logic disorder, promote the diversified development of education and teaching, effectively improve their mental health level, help students improve their professional quality and ability, and accelerate the development and progress of vocal music education.

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MULTIMODAL LEARNING ANALYSIS OF THE APPLICATION OF DATA SCIENCE IN THE RESEARCH OF INVESTMENT PSYCHOLOGY AND BEHAVIOR UNDER COGNITIVE IMPAIRMENT

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Background: Cognitive impairment is a state between normal aging and dementia. It is mainly characterized by mild memory and intellectual impairment, but it remains intact in life ability and cognitive function, which can be manifested in functional impairment such as understanding, judgment, calculation, execution, visual space, language and memory. Cognitive impairment can be divided into three types: perception impairment, memory impairment and thinking impairment. Perceptual disorders include perceptual synthesis disorder, hallucination and so on. Memory impairment includes memory error, memory defect and strong memory. Thinking obstacles include delusion, thinking logic obstacle, association process obstacle and abstract generalization process obstacle. The manifestations of cognitive impairment are emotion, spirit, creation, thinking, movement, language, memory, learning and so on. Mild cognitive impairment is characterized by wandering, anxiety, depression, forgetfulness, memory and attention loss. Moderate cognitive impairment is characterized by further aggravation of cognitive ability. Patients can be characterized by large emotional fluctuation, paranoia, anxiety, reduced understanding and language expression ability, and reduced resolution of objective things such as time. Severe cognitive impairment develops further from moderate cognition. Patients show decreased overall function and develop to dementia, which will lead to delusion, indifference, lack of self-care ability and so on. In the context of cognitive impairment, multimodal learning combined with data science investment psychology and behavior is facing great challenges.

Data science realizes big data investment data analysis by combining professional knowledge, computer and mathematical statistics. The licensing process of data science is to collect, clean, convert and operate data. Data modeling is realized through machine learning and exploratory analysis methods, and finally data visualization is realized. In the context of improving cognitive impairment, multimodal learning combined with investment psychology and behavior of data science needs to do the following. First, realize the integration of investment behavior and psychological business, programming and model in a real sense. Although modern quantitative technology can help investors analyze data to a certain extent, it is difficult for investors to realize real integration due to lack of understanding of data and lack of their own experience. Data science attaches importance to the role of professional knowledge, algorithms and data, which can be integrated with specific industry businesses through programming and models. Second, fully understand the potential value behind the data. Data science is data oriented and takes data as the basis of the whole process. For investors in the field of financial investment, the important basis of decision-making is news media, advertising, transaction data and financial data. The basis for judging whether the data understanding is comprehensive is the scale of the data, the business background of the data, and understanding the data through graphics. In addition, you need to pay attention to the details ignored and create the corresponding logic. Many researchers at home and abroad believe that the application of data science in multimodal learning of investment psychology and behavior research can reduce the symptoms of cognitive impairment, but the degree of improvement has not been verified.

Objective: To analyze the intervention effect of multimodal learning applied by data science to investment psychology and behavior research on cognitive impairment under the promotion of cognitive impairment, in order to improve the cognitive problems of cognitive impairment.

Research objects and methods: Patients with mild cognitive impairment in two regions were selected as

the research object, and the improvement degree of patients with cognitive impairment was analyzed by Iterative Dichotomiser 3 (ID3) algorithm. The evaluation content includes four aspects: language ability, attention, memory ability and memory ability. The evaluation results are no improvement, slight improvement and obvious improvement. The study period was 6 months. In order to facilitate the expression of the research results, the average value of all objects is selected as the final result.

Methods: The latest version of Minitab20 data statistics software is used to analyze the improvement of multimodal learning on cognitive impairment after data science is applied to the research of investment psychology and behavior.

Results: Table 1 refers to the improvement degree of multimodal learning applied by data science to investment psychology and behavior research on cognitive impairment. On the whole, the multimodal learning of applying data science to investment psychology and behavior research has significantly alleviated the cognitive impairment of patients with mild cognitive impairment after the intervention, especially in language ability and recall function. Therefore, applying data science to multimodal learning of investment psychology and behavior research can alleviate cognitive impairment and improve the individual accurate cognitive level.

Table 1. The improvement of multimodal learning of data science applied to investment psychology and behavior research on cognitive impairment

Category	Before	After 1 month	After 3 months	After 6 months
Language ability	89.62	91.23	94.26	96.35
Attention	87.66	88.69	91.20	94.56
Memory ability	86.35	89.36	92.31	94.26
Recall ability	87.36	89.36	92.32	95.36

Conclusions: The multimodal learning intervention program, which applies data science to investment psychology and behavior research, has a good effect on mild cognitive impairment, especially in language ability and recall function. The results provide a new idea for the clinical intervention of mild cognitive impairment.

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THE EFFECT OF TEACHING REFORM PATH OF VOCAL MUSIC COURSE IN COLLEGES AND UNIVERSITIES ON STUDENTS' COGNITIVE ABILITY FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology is an important branch of applied psychology. It is an interdisciplinary subject of pedagogy and psychology. The main research content is the basic psychological laws of education and teaching in the context of education and teaching. There is usually an intersection between school and psychology. The focus of educational psychology is to analyze theoretical work, and the focus of school education is to engage in school and related specific affairs. Educational psychology is based on psychology and involves teaching design, educational technology, special education and classroom management. The purpose of educational psychology is to guide teachers to complete teaching work. The future research trend is learners' subjective initiative, the action mechanism in the learning process, the influence of situational environment on learning results, teaching mode and so on. Educational psychology can be simply understood as all the sciences involved in the process of learning and teaching, including teaching methods, students' characteristics and teachers' characteristics. According to the type of subject, teachers can adopt different teaching schemes. For physics, chemistry and other highly operational disciplines, the teaching method should adopt a highly operational scheme. For drama and other art programs, the teaching method should adopt the teaching scheme of role-playing. At the same time, different teachers will have different teaching methods due to personality reasons. Serious teachers' teaching methods are relatively conservative and fixed, while cheerful and lively teachers may be more suitable for activity teaching method. At present, the relevant research of educational psychology mainly focuses on the active challenges faced by students in the process of growth, learning initiative, the change of teaching methods and the design of teaching courses.

At present, the teaching process of vocal music course in colleges and universities is facing very big problems, which are embodied in the weak professional foundation of students, the limited time of teachers in class, the single and conservative teaching methods, the lack of teachers' professional ability and the limited space for practical training. In the process of vocal music teaching, teachers usually carry out teaching work in the same way, which will lead to low learning enthusiasm of students. The learning time of vocal music courses set up by the school is relatively limited. Teachers focus on indoctrination teaching and theory teaching in the teaching process, which will lead to the lack of innovation in teaching work. Teaching methods are closely related to students' learning effect, which will limit students' interest and potential. In view of these problems, the teaching reform of vocal music course in colleges and universities combined with educational psychology has become a hot topic discussed by educators. The teaching reform of vocal music course in colleges and universities combined with educational psychology needs to improve students' music perception, diversify teaching methods, strengthen the construction of teachers' team, improve the course content system, and pay attention to practical training and expansion.

Objective: This paper analyzes the effect of the teaching reform path of vocal music course in colleges and universities under educational psychology, in order to improve the teaching quality of vocal music course in colleges and universities and do a good job in teaching guarantee for the artistic level of college students.

Research objects and methods: The students of two schools are selected as the research object, and the teaching reform path of vocal music course in colleges and universities is evaluated by a dichotomous K-means clustering analysis algorithm. The number of students in each school is 100. The evaluation contents are to improve students' music perception, diversify teaching methods, strengthen the construction of teachers' team, improve the curriculum content system, and pay attention to practical training and expansion. The evaluation results are rand index and adjusted rand index, in which the value range of rand index is [0,1], and the value range of adjusted Rand index is [-1,1]. In order to ensure the reliability of the results, the average value of the evaluation results of all research objects is taken as the result.

Methods: Through Minitab20 data statistical analysis software, this paper analyzes the evaluation results of vocal music teaching reform path in colleges and universities under the background of educational psychology.

Results: Table 1 refers to the evaluation results of the teaching reform path of vocal music courses in colleges and universities under the educational psychology of school. It can be seen from Table 1 that the rand index and adjusted rand index are high in five aspects: improving students' music perception, diversifying teaching methods, strengthening the construction of teachers' team, improving the curriculum content system, paying attention to practical training and expansion. The value range of rand index is 0.82-0.89, and the value range of adjusted rand index is 0.85-0.93.

Table 1. Evaluation results of the teaching reform path of vocal music course in colleges and universities under educational psychology

Type	Rand index	Adjusted Rand index
Improve students' music perception	0.88	0.91
Diversified teaching methods	0.82	0.93
Strengthen the construction of teachers' team	0.89	0.87
Improve the curriculum content system	0.82	0.86
Pay attention to practical training and development	0.83	0.85
Improve students' music perception	0.84	0.86

Conclusions: The teaching reform path of college vocal music course combined with educational psychology proposed by the research has ideal evaluation results. The follow-up teaching reform of college vocal music course can learn from the research ideas, which can make corresponding contributions to the improvement of the professional ability of college art students.

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INFLUENCE OF COLLEGE COUNSELORS' IDEOLOGICAL AND POLITICAL EDUCATION ON ALLEVIATING COLLEGE STUDENTS' PSYCHOLOGICAL ANXIETY UNDER THE NEW MEDIA ENVIRONMENT

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Background: After entering the new media environment, the development and application of various network technologies have promoted the change of college students' learning and life style. In the new media environment, digital technology and network technology interact. With the support of Internet, wireless communication network and other channels, a large amount of data information has been widely disseminated. The information transmission under the new media environment has strong richness, interactivity and immediacy, which has an important impact on college students' learning activities and daily life. The development of ideological and political education of college counselors determines the mental health level of college students. In order to carry out the ideological and political education of college counselors smoothly, we need to implement the teaching concept of Internet ideological and political course into the ideological understanding of all college counselors, make them fully understand and affirm the importance of ideological and political education in the new media environment, and then be able to formulate and implement scientific and feasible ideological and political teaching means. Ensure the effectiveness of Ideological and political education in colleges and universities. In the process of national sustainable development, the social demand for talents continues to increase. However, due to the negative effects of various influencing factors such as academic pressure, employment pressure and interpersonal pressure, it is very difficult for contemporary college students to maintain strong psychological quality and full mental state, and even produce certain psychological anxiety when the pressure is too high. College students' psychological anxiety is a common social phenomenon. Because college students are in the most critical stage of life, their physiological function has been mature, but their mind is not completely sound, and they are very vulnerable to external factors. In the process of entering society from school, college students often find it difficult to properly deal with the replacement of academic and employment, and cannot integrate theoretical knowledge and practical ability, so they show psychological anxiety in many aspects, such as learning activities, interpersonal communication, job hunting and employment. Excessive anxiety will lead college students into confusion and despair, making it difficult for them to maintain normal study or life. Therefore, it is necessary to carry out ideological and political education for college students. Under the new media environment, when carrying out ideological and political education, college counselors need to break through the traditional thinking and way, analyze the ideological and political situation and anxiety of college students, and carry out reasonable education and guidance accordingly, in order to alleviate the psychological anxiety of college students.

Objective: As the main place for the implementation and development of ideological work, colleges and universities should shoulder the responsibility of transmitting the content and meaning of ideological and political education. In the process of actually carrying out ideological and political education, college counselors need to carry out targeted ideological and political education for college students with the help of various advantages and characteristics under the new media environment, such as the timeliness and richness of information dissemination. Through the implementation of ideological and political work, college students can establish a correct ideological and political direction and effectively alleviate their psychological anxiety.

Research objects and methods: In the four grades of a university, 72 college students were randomly selected as the research objects, a total of 288. The psychological anxiety level of 288 college students was evaluated and analyzed by Hamilton Anxiety Scale (HAMA) and Self-rating Anxiety Scale (SAS). HAMA adopts a 5-level evaluation standard of 0-4. If its score is greater than 14, it shows that the college students are accompanied with anxiety symptoms.

Research design: Taking the ideological and political education of college counselors in the new media environment as an intervention measure, and the intervention duration is set to 4 months. Using the analytic hierarchy process to explore the psychological anxiety level of college students before and after the intervention, we can obtain the impact of the ideological and political education of college counselors on alleviating the psychological anxiety of college students.

Methods: The relevant data of college students' psychological anxiety were counted and analyzed by MATLAB 9.8 software.

Results: Before the intervention, the HAMA score and SAS score of college students were higher, indicating that the evaluation results of different scales were accompanied by serious psychological anxiety symptoms. After one month of intervention, the HAMA and SAS scores of college students decreased, but the decrease was small. From 2 months to 4 months after the intervention, the scores of HAMA and SAS decreased in varying degrees, which shows that the ideological and political education of college counselors can effectively alleviate the psychological anxiety of college students in the new media environment.

Table 1. Evaluation results of psychological anxiety of college students at different time nodes before and

after intervention

Evaluation time	HAMA score	SAS score
Before intervention	27.17	73.54
One month after intervention	23.35	65.77
After 2 months of intervention	14.69	52.15
After 3 months of intervention	9.14	43.26
After 4 months of intervention	5.23	36.65

Conclusions: Under the new media environment, the ways of Ideological and political education of college counselors have a certain diversity, which can significantly reduce the HAMA score and SAS score of college students, and play a vital role in alleviating the psychological anxiety of college students.

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INNOVATIVE TEACHING REFORM OF VOCAL MUSIC COURSE IN NORMAL UNIVERSITIES FROM THE PERSPECTIVE OF PSYCHOLOGY

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Background: As the core course of music major in normal universities, vocal music course occupies an important position. In the process of continuous promotion of education and teaching reform in China, schools and society have put forward higher requirements for vocal music curriculum in normal universities. The current teaching situation of vocal music course in normal universities is not optimistic. Under the influence of using the “one-to-one” teaching mode in professional music colleges, the effective development of the course is restricted by many factors, which is embodied in different levels such as curriculum, teaching methods and teaching structure, which forms a great obstacle to the cultivation of vocal music talents. Specifically, the vocal music curriculum in normal universities mainly has four disadvantages: inaccurate positioning of teaching objectives, lack of standardization of teaching curriculum, strong formalization of teaching mode, and mismatch between teaching theory and practice. As far as the orientation of teaching objectives is concerned, the current vocal music teaching in normal universities follows the teaching mode of professional colleges, ignoring its exemplary role, so that normal college students can only obtain a single vocal music knowledge. The lack of standardization in the setting of teaching courses mainly means that the vocal music course covers only two academic years, and the teaching of vocal music course is difficult to continue, which can easily lead to students’ loss of interest in vocal music course or difficulty in accurately mastering vocal music knowledge. The traditional “one-to-one” vocal music teaching mode can no longer meet the needs of the current music development, and there are certain differences in students’ qualifications and talents. Therefore, the solidified teaching mode is difficult to obtain excellent vocal music teaching effect. Most students do not fully grasp the basic music education knowledge in the study of vocal music course in normal universities. When they carry out the teaching of vocal music course, they can not apply what they have learned and effectively teach the relevant knowledge and skills of vocal music course in normal universities. From a psychological perspective, the problems faced by the current vocal music curriculum in normal universities can be abstracted into four psychological characteristics: blind confusion, lack of sense of responsibility, poor sense of innovation and timidity. Because the students majoring in vocal music course in normal universities are easy to produce these four psychological characteristics under the influence of external factors, it is very necessary to carry out innovative teaching reform of vocal music course in normal universities.

Objective: By observing the current teaching mode and teaching effect of vocal music course in normal universities, it can be seen that the teaching concept, curriculum system and teaching means of vocal music course in normal universities have changed to varying degrees, and achieved certain teaching effect. However, under the influence of many factors, the teaching of vocal music course in normal universities has been greatly hindered, and the integrity and operability of its teaching activities are relatively lack, which has a negative impact on the psychology of students majoring in vocal music course in normal universities. Based on this, the vocal music curriculum in normal universities needs to be innovated and reformed urgently, in order to explore the effectiveness of the innovative teaching reform of vocal music curriculum in normal universities and the psychological changes of students.

Research objects and methods: 125 students majoring in vocal music course in normal universities were

randomly selected as the research object, and the influence of innovative teaching reform of vocal music course in normal universities from the psychological perspective was analyzed by using fuzzy evaluation method and support vector machine.

Research design: From the psychological perspective, we can know that the students majoring in vocal music course in normal universities have four psychological characteristics under the negative influence of various factors, that is, blind confusion, lack of sense of responsibility, poor sense of innovation, timidity and fear of difficulties, which can be used as the evaluation index. Then set up three evaluation levels: very consistent, general and not at all. This paper compares and analyzes the psychological characteristics of students before and after the innovative teaching reform of vocal music course in normal universities.

Methods: The evaluation data were statistically analyzed by SCILAB software and Excel software.

Results: Before the innovation teaching reform of vocal music course in normal universities, the psychological characteristics of 125 students showed a certain negative situation. Among the four evaluation indexes of blind confusion, lack of sense of responsibility, poor sense of innovation and timidity, the evaluation results were very consistent, which showed that the students majoring in vocal music course in normal universities had a strong psychological burden. After the reform, the number of students whose evaluation results are very consistent has decreased, among which the innovation consciousness is poor. In this evaluation index, the number of students whose evaluation results are very consistent has decreased from 72 before the reform to 26, indicating that the innovative teaching reform of vocal music curriculum in normal universities has a good application effect, which can alleviate students' negative psychological emotions and improve their vocal music learning enthusiasm and learning effectiveness.

Table 1. Psychological characteristics and number distribution of students majoring in vocal music courses in normal universities before and after the reform (*n*)

Psychological feature	Before reform			After reform		
	Very consistent	Commonly	Not at all	Very consistent	Commonly	Not at all
Blind confusion	47	63	15	25	69	31
Lack of responsibility	51	60	14	19	61	45
Poor innovation consciousness	72	45	8	26	52	47
Timid and afraid of difficulties	43	58	24	11	47	67

Conclusions: The innovative teaching reform of vocal music course in normal universities has a positive impact, which can not only improve the teaching quality of vocal music course, but also effectively alleviate the negative psychological emotions of vocal music course students, and provide reliable support for training more vocal music teaching talents.

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APPLICATION OF NEW MEDIA TECHNOLOGY IN THE COMMUNICATION AND EDUCATION OF CHINESE NATIONAL VOCAL MUSIC UNDER THINKING OBSTACLES

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Background: Thinking is the indirect and universal reflection of the human brain on objective things. In other words, the thinking process takes the known knowledge as the medium and does not depend on the actual object. At the same time, it also reflects the essence of things and the internal relationship between things. The functional state of human brain, individual psychological state (demand, motivation, emotion, personality, etc.) and social and cultural background will affect the thinking process. The normal thinking process is purposeful, coherent, logical and sustainable. When the ideological content is put into practice, it will produce certain results, accept the test of reality and correct mistakes by itself. In addition, people who think have corresponding introspective experience and know that their thinking activities belong to themselves and are controlled by themselves. If the thinking process and content are abnormal, the above normal thinking characteristics will often change, which is the thinking barrier. It is a group of important

symptoms of mental patients. There are many different categories of thinking disorders. Clinically, the current trend is divided into four categories: first, thinking speed obstacles, such as accelerating the thinking process (thought drift) or slowing down. Second, thinking form disorder, also known as association disorder, is mainly manifested in the relaxation of association structure. Lack of goal orientation, symbol abuse, illogical. For example, loose thinking. Pathological symbolic thinking, etc. Third, thinking control disorder refers to the experience that patients feel that thinking does not belong to themselves, that thinking activities lose autonomy, or that they feel controlled by external forces, such as thinking deprivation, thinking insertion, thinking communication, etc. Fourth, thinking content obstacles, such as delusion, paranoia, compulsion and so on. This classification is suitable for clinical diagnosis, but it focuses on the research of schizophrenic thinking disorder, and there is less research on organic encephalopathy or other mental thinking disorders. In short, the rapid development of new media technology has made great changes in modern life mode, and made the pace of life faster and faster, while the problem of thinking obstacles is becoming more and more serious, which should attract extensive attention from all walks of life.

China is an ancient oriental civilization with a long history, a vast territory and a large population. In the long history of thousands of years, the people of all ethnic groups have left rich and valuable cultural heritage, among which the art of national vocal music is one of the brilliant spiritual wealth of the Chinese nation. Chinese national vocal music is represented by national vocal music in Chinese music colleges and universities, which is different from the singing of folk songs, rap and opera. It is a scientific and national independent college formed on the basis of inheriting and developing the essence and characteristics of these traditional singing arts and drawing lessons from the singing theory and advantages of Bel Canto in Western Europe. A new national singing art with artistry and the spirit of the times. New media technology refers to the new media based on Internet technology. It has the inherent technical advantages and information service functions of media. It is the best choice for the connection between network economy and media industry. New media with dual social and economic attributes not only have the responsibility to spread advanced culture, but also need to make profits. With the rapid development of new media, Chinese national vocal music has achieved continuity and breakthrough, which is mainly reflected in the significant development of Chinese national vocal music communication and education. Relevant studies have pointed out that the singing skills and spiritual content contained in Chinese national vocal music have an important impact on people with thinking disabilities, that is, psychological intervention through the artistic means of Chinese national vocal music, so as to alleviate the symptoms of people with thinking disabilities. In view of this, this paper constructs the artistic psychological intervention mode of Chinese national vocal music based on new media technology, in order to provide an idea for the clinical treatment of people with thinking disorders, and give full play to the application value of Chinese national vocal music in communication and education.

Objective: Based on new media technology, this paper constructs the psychological intervention model of Chinese national vocal music art, which aims to provide ideas for the clinical treatment of patients with thinking disorders, and give full play to the application value of Chinese national vocal music in communication and education.

Research objects and methods: 100 patients with mental disorders were selected as the research object, and the mental disorders of patients were measured in combination with Montreal Cognitive Assessment scale (MoCA). The scale includes seven factors, namely executive ability, naming ability, attention, language ability, abstract ability, delayed recall and orientation ability. The higher the score, the better the cognitive function. Then, implement the artistic psychological model of Chinese national vocal music based on new media technology for intervention. The intervention cycle is June. Compare and analyze the improvement of patients' thinking obstacles before and after the intervention.

Methods: Data through SPSS23.0 statistical analysis software is completed.

Table 1. Improvement of symptoms in patients with thinking disorder after 6 months of intervention

Factor	Before intervention	Intervention 3 months	Intervention 6 months	<i>P</i>
Executive ability	2.69±0.59	4.37±0.48	5.69±0.59	<0.05
Naming ability	2.47±0.43	4.62±0.58	5.47±0.43	<0.05
Attention	2.54±0.55	4.66±0.61	5.54±0.55	<0.05
Language ability	2.36±0.41	4.52±0.60	5.36±0.41	<0.05
Abstract ability	2.69±0.59	4.39±0.43	5.69±0.59	<0.05
Delayed recall	2.47±0.43	4.45±0.56	5.47±0.43	<0.05
Orientation ability	2.54±0.55	4.25±0.43	5.54±0.55	<0.05

Results: Table 1 shows the improvement of symptoms in patients with thinking disorders after 6 months of intervention. It can be seen from Table 1 that compared with before the intervention, after the intervention of the artistic psychological model of Chinese national vocal music based on new media technology, the symptoms of thinking disorders of patients were effectively improved, with statistical difference ($P < 0.05$).

Conclusions: The artistic psychological intervention mode of Chinese national vocal music based on new media technology can effectively improve the symptoms of patients with thinking disorder, and then it can be regarded as a strategy for the treatment of thinking disorder. At the same time, bringing Chinese national vocal music based on new media technology into psychotherapy or psychological education not only expands the dissemination of Chinese national vocal music, but also expands the application field of Chinese national vocal music.

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RESEARCH ON THE APPLICATION OF TRADITIONAL CULTURAL ELEMENTS IN FASHION DESIGN FROM THE PERSPECTIVE OF AESTHETIC PSYCHOLOGY

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Background: Aesthetic psychology is the marginal combination of aesthetics, literature and art, psychology, physiology and other related disciplines. A discipline that rose in China in the 1980s, namely aesthetic psychological structure and aesthetic psychological law. Aesthetic psychology took the lead in putting forward the proposition of “aesthetic psychological structure” in China, pointing out that aesthetic psychological structure is a multi-factor, multi-dimensional and multi-level dynamic structural system with organic unity of physiological function and psychological law. Psychological content and formal content, acceptance and creation function are the intermediate links of the aesthetic relationship between subject and object, and become the internal source of people’s aesthetic subject and creative subject. This proposition has been widely accepted and applied by academia for a long time. Using psychological principles, the researchers studied the complex aesthetic psychological phenomena, discussed the basic laws of aesthetic psychological movement, and put forward six principles, such as “opposition principle”, “harmony principle”, “balance principle”, “autonomy principle”, “compensation principle” and “self-realization principle”. Specifically, it mainly analyzes the difference psychology, innovation psychology, change psychology, common psychology, obedience psychology, conformity psychology, habit psychology, as well as the dynamic stereotype and thinking set in aesthetics. It demonstrates the significance of various forms of aesthetic psychological rhythm and self-realization needs to confirm their own aesthetic essential power and create beauty. The proposal and demonstration of the above six laws and principles is not only a combing and synthesis of the previous psychological research results, but also a summary of its development process. In short, aesthetic psychology is a branch of psychology, which studies and explains the law of human psychological activities in the aesthetic process. The so-called aesthetics mainly refers to the generation and experience of beauty, while psychological activities refer to people’s knowledge, emotion and meaning. Therefore, aesthetic psychology can also be said to be a discipline that studies and explains the activity process of knowledge, emotion and meaning in the generation and experience of people’s aesthetic emotion, as well as the law of personality tendency.

Fashion design directly designs products and indirectly designs personality and society. The imagination of fashion design quickly breaks through the shackles of ideology and is released in various forms. Novel, strange and abstract visual images form an amazing contrast with extreme colors, so we must start adjusting our eyes to adapt to the new landscape. Fashion art takes on more and more forms, sometimes more mysterious. How to treat clothing art and appreciate and feel the language of clothing itself has become the “eye war” in the “attention” economy in today’s network era. In addition, traditional culture is a kind of culture reflecting national characteristics and style, which is integrated with the evolution of civilization. It is a comprehensive expression of various ideological, cultural and conceptual forms in the history of all ethnic groups. Its content should be all kinds of material, institutional and spiritual cultural entities and cultural consciousness existing in previous dynasties. In other words, traditional culture contains a variety of cultural elements or cultural symbols, and incorporating these cultural elements into fashion design still becomes the inspiration of fashion design. However, how to organically incorporate traditional cultural elements into fashion design is undoubtedly a great challenge for fashion designers.

Objective: Combined with aesthetic psychology, aiming at the aesthetic cognitive obstacles of fashion

designers facing traditional cultural elements, this paper constructs a fashion design intervention model based on aesthetic psychology, so as to solve the aesthetic cognitive obstacles of fashion designers facing traditional cultural elements, so as to improve the taste and artistry of fashion design.

Research objects and methods: 100 fashion designers were randomly divided into control group and experimental group, with 50 in each group. Combined with the self-made aesthetic cognition scale, the aesthetic cognition of fashion designers is measured. The scale consists of 8 dimensions: learning ability, divergent thinking, perception ability, innovation ability, transformation ability, relevance ability, imagination ability and combination ability. The higher the score, the higher the aesthetic cognition. Among them, the control group adopts the conventional fashion design mode, and the experimental group adopts the fashion design mode based on aesthetic psychology. The intervention period is 1 month. The aesthetic cognition of the two groups of fashion designers is compared and analyzed.

Methods: Data through SPSS22.0 statistical analysis software is completed.

Results: Table 1 shows the aesthetic cognition of the two groups of fashion designers after one month of intervention. It can be seen from Table 1 that compared with the control group, the experimental group of fashion design mode based on aesthetic psychology has better aesthetic cognition, and there is a statistical difference between the two groups ($P < 0.05$).

Table 1. After one month of intervention the aesthetic cognition of two groups of fashion designers (n=100)

Factor	Control group (n=50)	Experience group (n=50)	P
Uncoordinated limbs	2.54±0.55	4.96±0.41	0.00
Unclear enunciation	2.99±0.69	4.84±0.46	0.00
Unnatural form	2.54±0.55	4.20±0.55	0.00
Inflexible expression	2.96±0.41	4.56±0.66	0.00
Mental disorder	2.84±0.46	4.78±0.75	0.00

Conclusions: The fashion design mode based on aesthetic psychology can effectively improve the aesthetic cognition of fashion designers. Therefore, it is worth popularizing and applying in the field of fashion design, so as to design modern clothing with strong traditional cultural charm.

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APPLICATION OF CHINESE LANGUAGE AND LITERATURE KNOWLEDGE IN COLLEGE STUDENTS' EDUCATION UNDER THE BACKGROUND OF COGNITIVE IMPAIRMENT

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Background: As a mental disease, cognitive impairment mainly refers to the disorder of learning and memory function caused by abnormal processing of human intelligent knowledge, and leads to pathological behaviors such as loss of line, recognition and use. The diagnostic criteria of cognitive impairment include normal overall cognitive function, main complaints of memory impairment and behavioral disorders inconsistent with age. The main causes of cognitive impairment are chronic brain injury, chronic systemic diseases and mental and psychological abnormalities, among which mental and psychological abnormalities are the most important. According to the latest research, the number of patients with cognitive impairment in China is increasing year by year, which has a serious negative impact on the patients themselves and their families. Timely intervention for patients with cognitive impairment can actively change their cognitive function, and then it is very important to reduce the quality of life of patients and their families. In recent years, many researchers at home and abroad have conducted intervention research on mild cognitive impairment. The intervention measures mainly include nutrition intervention, drug intervention, physical exercise, cognitive training, traditional Chinese medicine and acupuncture intervention. In short, cognition is an intelligent processing process of acquiring knowledge through a series of random, psychological and social behaviors such as learning, memory, language, thinking, spirit and emotion. Cognitive impairment refers to the abnormality of the brain's advanced intelligent processing process in all these processes, resulting in the changes of thinking, spirit, emotion and judgment. At present, the research of cognitive impairment mainly focuses on the field of medicine. However, matching the performance of medical cognitive impairment with the cognitive problems encountered by college students in the application of

Chinese language and literature knowledge, and exploring the strategies and methods to solve the problems are the ways to effectively solve the cognitive impairment of college students in learning Chinese language and literature knowledge. At the same time, it has theoretical and practical significance for the sustainable development of the application of college students' Chinese language and literature knowledge.

Chinese language and literature have a long history, broad and profound, which contains infinite mysteries, which is worthy of our continuous exploration. The knowledge of Chinese language and literature includes three parts: first, the basic knowledge of language, which systematically and comprehensively introduces the common language of modern Han nationality from the aspects of pronunciation, vocabulary and grammar. Second, Chinese application ability, which is divided into "oral expression" and "written expression", is very important to improve students' expression ability and communication skills. Third, the appreciation of literary works, as the core content of textbooks, through the appreciation of literary works, cannot improve students' cultural connotation, but also purify students' psychology, so as to help students form correct values, outlook on life and world outlook. The knowledge of Chinese language and literature, as the educational content in the university stage, is conducive to improving college students' cultural literacy, cognitive level and aesthetic ability. In short, it is also of great value and significance to set up Chinese language and literature knowledge courses in college education, especially psychological education and psychological training closely related to historical, cultural and spiritual development, which is of great significance in improving college students' cultural heritage and improving college students' cognitive impairment.

Objective: In order to effectively improve the widespread cognitive impairment of modern college students, this study constructs a psychological intervention model based on Chinese language and literature knowledge, which aims to promote the psychological development of modern college students and continuously output high-quality physically and mentally sound talents for the construction of the motherland.

Research objects and methods: 600 college students were randomly divided into control group and experimental group, with 300 students in each group. The measurement of students' cognitive impairment was carried out in combination with Montreal Cognitive Assessment scale (MoCA). The scale includes 7 factors: executive ability, naming ability, attention, language ability, abstract ability, delayed recall the higher the score of orientation ability, the better the cognitive function. Among them, the control group adopted the conventional psychological intervention mode, and the experimental group added the knowledge of Chinese language and literature on the basis of the conventional psychological intervention mode. The intervention period was 3 months. The improvement of cognitive impairment of college students in the two groups was compared and analyzed.

Methods: Data through SPSS23.0 statistical analysis software is completed.

Results: Table 1 shows the improvement of cognitive impairment of college students in the two groups after 3 months of intervention. It can be seen from Table 1 that compared with the control group with routine psychological intervention, the experimental group based on Chinese language and literature knowledge has better effect on Improving college students' psychological cognitive impairment, and there is a statistical difference between the two groups ($P < 0.05$).

Table 1. The improvement of cognitive impairment of college students in the two groups after 3 months of intervention ($n=600$)

Factor	Control group ($n=300$)	Experience group ($n=300$)	<i>P</i>
Executive ability	2.69±0.59	4.37±0.48	0.00
Naming ability	2.47±0.43	4.62±0.58	0.00
Attention	2.54±0.55	4.66±0.61	0.00
Language ability	2.36±0.41	4.52±0.60	0.00
Abstract ability	2.69±0.59	4.39±0.43	0.00
Delayed recall	2.47±0.43	4.45±0.56	0.00
Orientation ability	2.54±0.55	4.25±0.43	0.00

Conclusions: Psychological intervention based on the application of Chinese language and literature knowledge can effectively improve the cognitive impairment of college students, and can significantly improve the cognitive function of college students. It is worth adding the content of Chinese language and literature knowledge to college students' psychological education, and better ensure the healthy psychological development of modern college students while expanding the application field of Chinese language and literature knowledge.

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CONSTRUCTION OF NEW RETAIL SMART CIRCULATION SUPPLY CHAIN SYSTEM UNDER THE BACKGROUND OF COGNITIVE PSYCHOLOGY

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Background: Cognitive psychology mainly studies people's cognitive process. It originated in the mid-1950s. At that time, behaviorism advocated the study of people's external behavior, while cognitive psychologists believed that we should pay attention to the study of psychological activities, not just superficial behavioral activities. Cognitive psychology became the mainstream school in the 1970s. At the specific level, cognitive psychologists study the internal mechanisms and processes that cannot be observed, such as memory processing, storage, retrieval and memory changes. From the perspective of information processing, the research on cognitive process is the mainstream of modern cognitive psychology. It can be said that cognitive psychology is equal to information processing psychology. It regards people as an information processing system, and holds that cognition is information processing, including the whole process of encoding, storing and extracting sensory input. According to this view, cognition can be divided into a series of stages, each stage is a unit that performs specific operations on the input information, and the reaction is the product of this series of stages and operations. The various components of the information processing system are interrelated to some extent. With the development of cognitive psychology, sequential processing is increasingly challenged by parallel processing theory and cognitive neuropsychology. It can be said that cognitive psychology is a psychology that studies the psychological process behind cognition and behavior (including thinking, decision-making, reasoning and the degree of some motivation and emotion). This science covers a wide range of research fields and aims to study the operation of memory, attention, perception, knowledge representation, reasoning, creativity and problem solving. Cognitive psychologists focus on the psychological mechanism as the basis of human behavior, and its core is the internal psychological process between input and output. However, people cannot directly observe the internal psychological process, but can only speculate by observing the input and output. Therefore, the method used by cognitive psychologists is to infer unobserved psychological processes from observable phenomena. Now, cognitive psychology research usually needs the joint support of experiment, cognitive neuroscience, cognitive neuropsychology and computer simulation. This multi-directional research is becoming more and more popular. By studying the brain, itself, cognitive psychologists hope to reveal the basic process of cognitive activity, not just speculate on its process. The most commonly used is to study the cognitive differences between patients with brain injury and normal people to prove the existence and specific patterns of cognitive processing. In short, both in theory and in practice, cognitive psychology has made important achievements. Therefore, it is worth continuing to expand the application scope of cognitive psychology.

In recent years, the information environment, technology environment and business environment of the new retail industry have undergone profound changes. The rise of big data, cloud computing, Internet of things, artificial intelligence and social media and their embedding in the new retail industry reflect these changes. In addition, the continuous maturity of 5G technology and the application of blockchain technology in the new retail industry have flattened the new retail industry. The data mining ability of the retail industry reflects the characteristics of digitization and ecology, the change and reorganization of supply chain structure, and consumers' consumption expectations in specific time and space, which are reflected in the business model of the new retail circulation supply chain. However, facing the changes of information environment, technology environment and business environment, the new retail circulation supply chain gradually presents the characteristics of flattening, digitization and ecology. However, the business model of the new retail smart circulation supply chain has not changed accordingly, which makes the overall operation of the new retail circulation supply chain poor. However, the business model innovation of the new retail smart circulation supply chain can solve the problems of long circulation time, complex circulation links and high circulation cost of the traditional retail industry, and improve the psychological experience of consumers through the reconstruction of the new retail circulation supply chain.

Objective: Based on cognitive psychology, this paper constructs a new retail smart circulation supply chain system, which aims to ensure the overall operation of the new retail circulation supply chain by improving consumers' psychological experience.

Research objects and methods: 100 consumers were randomly divided into control group and

experimental group, with 50 in each group. The control group adopts the conventional new retail smart circulation supply chain system, and the experimental group adopts the new retail smart circulation supply chain system based on cognitive psychology. Then, the psychological experience of the two groups of consumers is compared and analyzed. The evaluation indicators of consumers' psychological experience include: consumption expectation, consumption scene, business situation, service mode, community relationship and psychological demand. 0-3 points are dissatisfied, 4-6 points are satisfied, and 7-10 points are very satisfied.

Methods: Use Excel software for statistical data analysis.

Results: Table 1 shows the psychological experience of the two groups of consumers. It can be seen from Table 1 that compared with the control group, the experimental group of the new retail smart circulation supply chain system based on cognitive psychology has better psychological experience effect, and there is a statistical difference between the two groups ($P < 0.05$).

Table 1. Psychological experience of two groups of consumers ($n=100$)

Factor	Control group ($n=50$)	Experience group ($n=50$)	<i>P</i>
Consumption expectation	2	8	0.00
Consumption scenario	3	7	0.00
Business context	2	8	0.00
Service mode	1	8	0.00
Community relations	2	9	0.00
Psychological needs	3	8	0.00

Conclusions: The new retail smart circulation supply chain system based on cognitive psychology can effectively improve consumers' psychological experience, and then is of great significance to the overall operation of the new retail circulation supply chain.

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INFLUENCE OF TRADITIONAL CLOTHING COLOR MATCHING ON PEOPLE WITH MEMORY IMPAIRMENT

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Background: Memory impairment is one of the main manifestations of mild cognitive impairment in the elderly. The prevalence of memory impairment among the elderly worldwide exceeds 3%. With the aging society in China, the incidence rate of memory impairment has increased year by year. This is a heavy burden on families and society. Memory impairment refers to the pathological state of functional decline or loss of any one or more links of memory, preservation, cognition and reproduction. It is a common symptom of neurological and mental illness. Memory impairment can be divided into long-term memory impairment, short-term memory impairment and short-term memory impairment. The disease can be improved by drug treatment, psychotherapy and other methods. At present, it cannot be completely cured. The etiology of memory impairment is complex. This is a syndrome that can occur in many diseases. It can come from brain and systemic diseases, including dementia, brain trauma, cerebrovascular diseases and so on. This disease often occurs in people with a family history of brain injury, cerebrovascular disease and degenerative diseases. It can be caused by infection and abnormal nutritional metabolism. At the level of dementia, it is an acquired and persistent intellectual impairment syndrome caused by brain dysfunction, including Alzheimer's disease, frontotemporal degeneration, vascular dementia and so on. The occurrence of dementia is slow and hidden, and memory loss is the main core symptom. In terms of brain injury, brain injury is caused by external forces. Damage to the brain parenchyma can lead to memory impairment, which may be temporary or permanent. At the level of cerebrovascular diseases, such as cerebral infarction and stroke, these diseases can lead to brain injury and memory impairment. When patients with memory impairment, severe memory impairment or diagnosed memory impairment have symptoms such as

depression and thinking retardation, they need to go to the psychiatric department or other corresponding departments in time to pass serological examination, memory test, EEG, cerebrospinal fluid examination, skull CT, MRI and other examinations. At the level of psychotherapy, when patients with memory impairment have symptoms of depression and anxiety, they should first seek psychotherapy to help them master their diseases, correctly understand the diseases, eliminate tension and anxiety, and accept the treatment measures proposed by doctors, which is conducive to the recovery of the diseases. Relevant studies have pointed out that with the increasing pressure of social competition and work pressure, memory disorders tend to be younger, which should attract extensive attention of the state and society.

The clothing of Han Dynasty embodies the aesthetic characteristics of “simplicity” from the aspects of shape, color and quality. The appearance of this aesthetic feature reflects the art’s grasp of the nature of heaven, earth and man in this period. Pursue simplicity and inaction, take “uselessness” and “selflessness” as values, achieve the realm of spiritual freedom and harmony of all things, blend the subject and object, and finally make the object of artistic creation reflect the beauty of pursuing essence and root. In addition, through the cultivation and education of art, we can complete the internalization of “goodness”, and finally form the personality cultivation of “benevolence”, so that art and morality can finally meet the requirements of internal integration and unity, which is also what art needs most today. Relevant studies have pointed out that the “neutralization gas” reflected in the color matching of traditional clothing has an important impact on alleviating the symptoms of people with memory impairment, because the color matching of traditional clothing grasps the essence of art from people’s mind and nature, pursues the free liberation of spirit, and highlights the grasp of mind from specific personality life. Therefore, it is a new strategy for the clinical treatment of people with memory impairment.

Objective: In view of the personality cultivation and spiritual freedom embodied in the color matching of traditional clothing, this study constructs a scheme for the treatment of memory impairment based on the color matching of traditional clothing, in order to provide a new idea for improving the clinical symptoms of patients with memory impairment.

Research objects and methods: 100 patients with memory impairment were selected as the research object, and the symptoms of memory impairment were measured in combination with the Self-rating Scale for memory impairment (AD8). The scale has seven dimensions, which are divided into judgment difficulty, decreased interest, repetitive behavior, learning difficulty, inability to deal with details, daily memory difficulty and decreased thinking ability. The higher the score, the more serious the memory impairment. Then, the psychotherapy model based on traditional clothing color matching was adopted to carry out the intervention. The intervention cycle was 6 months. The improvement of patients’ memory impairment symptoms before and after the intervention was compared and analyzed.

Methods: Data through SPSS23.0 statistical analysis software is completed.

Results: Table 1 shows the improvement of memory impairment symptoms before and after the intervention. It can be seen from Table 1 that compared with before the intervention, after the implementation of the psychotherapy mode of traditional clothing color matching, the symptoms of memory impairment of patients have been effectively improved, with statistical difference ($P < 0.05$).

Table 1. Improvement of memory impairment symptoms before and after intervention

Factor	Before intervention	Intervention 3 months	Intervention 6 months	<i>P</i>
Judgment difficulty	4.37±0.48	3.52±0.60	2.69±0.59	0.00
Decreased interest	4.62±0.58	3.39±0.43	2.47±0.43	0.00
Thinking ability decline	4.66±0.61	3.45±0.56	2.54±0.55	0.00
Repetitive behavior	4.52±0.60	3.25±0.43	2.36±0.41	0.00
Learning difficulty	4.39±0.43	3.52±0.60	2.69±0.59	0.00
Inability to deal with details	4.45±0.56	3.39±0.43	2.47±0.43	0.00
Daily memory difficulty	4.25±0.43	3.45±0.56	2.54±0.55	0.00

Conclusions: The psychotherapy mode based on traditional clothing color matching can effectively improve the clinical symptoms of patients with memory impairment, and then it can be regarded as a new path and direction for clinical treatment of people with memory impairment.

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CONSTRUCTION OF COLLEGE ENGLISH MICRO CURRICULUM RESOURCES BASED ON SOCIAL PSYCHOLOGY

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Background: Social psychology is to explore interpersonal relationships from the level of individuals and social groups. It explores behavioral and psychological changes between individuals and groups. Man is the unity of physiology, psychology and society. People's mental health is affected by family environment and social life factors. Social psychology attaches importance to the analysis of individual psychological factors and emphasizes the interaction between individual and society. The most basic organizational form of social life is the family. The first cradle of personal growth after birth is also the family. Personal mental health problems are closely related to family environment. Parents' socio-economic status, family structure and family relations, family rearing style, childhood life experience and early education are important factors affecting individual mental health. Social life factors include social culture, knowledge, wealth, social competition, interpersonal relationships and so on. When individuals are in mental health, they can actively adapt to social life and natural environment through psychological activities and mental state. Mental health is easy to be affected by social life factors. The influence of social culture on individual mental health mainly has two ways: one is standardized social culture; the other is non standardized social culture. Standardized social culture is the objective compulsion of social culture and the consciousness of individual self-regulation. In the process of social survival, individuals will consciously restrict their behavior according to social norms and make individuals gradually socialized. However, due to the particularity of individuals, in the process of socialization, their social culture will collide with their emotions, resulting in individual mental health problems. Personality is the sum of people's psychological characteristics. Different time and place have different effects on people's thought, emotion and behavior. Personality tendency and psychological characteristics are two main aspects of personality, which have a great impact on people's mental health. Personality tendency is the driving force of personality. Research shows that personality tendency is the most active factor in personality. Personality tendency determines people's attitude towards reality and the tendency and choice of social cognitive objects. In short, mental health problems, also known as psychological imbalance, are a series of problems different from physiological diseases caused by the central nervous system. In recent years, China has paid more and more attention to mental health problems. Relevant scholars and experts continue to analyze the influencing factors of adult mental health problems from all aspects, and put forward corresponding solutions. Among them, personality and social psychology have a great impact on people's mental health. Through the study of it, we can find many ways to improve people's mental health level, so as to improve the mental health level of our people.

The traditional college English teaching model has been difficult to meet the social requirements for college students' English level. How to innovate college English learning mode and enable students to learn English anytime and anywhere is undoubtedly the key to the development of modern college English teaching. With the continuous innovation and development of education and teaching theory in the new era, colleges and universities have made major breakthroughs in teaching methods and means. Among them, colleges and universities can search and produce college English micro courses that meet the characteristics of students, enrich college English teaching resources and improve the informatization level of college teaching. Relevant studies have pointed out that college English micro curriculum learning can not only comprehensively improve college students' English level, but also be of great significance to the construction of modern college students' personality psychology. Therefore, from the perspective of social psychology, finding and making college English curriculum resources with rich psychological education content has important theoretical and practical value for improving college students' English level and positive personality.

Objective: In order to improve college students' positive personality, this paper constructs an intervention model of college English micro curriculum resources based on social psychology, which aims to promote college students' English level and help college students' mental health development.

Research objects and methods: 300 college students were randomly divided into control group and experimental group, with 150 students in each group. The control group implemented the traditional college English micro curriculum resource model, and the experimental group implemented the college English micro curriculum resource intervention model based on social psychology. The intervention cycle was 3 months. Then combined with the positive personality scale, the students' positive personality is measured. The scale has 88 items, including 24 dimensions. The higher the score, the more stable the corresponding positive personality is. Finally, the changes of positive personality of the two groups of students are analyzed and compared.

Methods: All data were statistically processed by SPSS22.0 software.

Results: Table 1 shows the changes of positive personality of college students in the two groups after 3 months of intervention. It can be seen from Table 1 that compared with the control group, the students in the experimental group scored higher in all dimensions of positive personality, with statistical difference ($P < 0.05$).

Table 1. Changes of positive personality of college students in the two groups after 3 months of intervention ($n=300$)

Dimension	Control group ($n=150$)	Experience group ($n=150$)	P
Creativity	3.34±0.76	5.12±0.77	<0.05
Curiosity	3.65±0.81	6.38±0.77	<0.05
Judgment	3.78±0.66	6.51±0.84	<0.05
Studious	3.78±0.69	6.72±0.71	<0.05
Insight	3.15±0.67	6.01±0.62	<0.05
Brave	3.03±0.61	6.59±0.63	<0.05
Insist	3.06±0.79	5.97±0.67	<0.05
Sincere	3.34±0.76	5.12±0.77	<0.05
Enthusiasm	3.65±0.81	6.38±0.77	<0.05
Love	3.78±0.66	6.51±0.84	<0.05
Kindhearted	4.00±0.59	6.72±0.71	<0.05
Intelligence	3.09±0.65	6.01±0.62	<0.05
Team	3.09±3.60	6.59±0.63	<0.05
Fair	3.66±0.74	5.97±0.67	<0.05
Leadership	3.56±0.68	5.12±0.77	<0.05
Tolerant	3.77±0.73	6.38±0.77	<0.05
Modest	3.78±0.69	6.01±0.62	<0.05
Cautious	3.34±0.76	6.59±0.63	<0.05
Autonomy	3.65±0.81	5.97±0.67	<0.05
Appreciate	3.78±0.66	5.12±0.77	<0.05
Gratitude	3.78±0.69	6.38±0.77	<0.05
Hope	3.15±0.67	6.01±0.62	<0.05
Humor	3.03±0.61	6.59±0.63	<0.05
Faith	3.06±0.79	5.97±0.67	<0.05

Conclusions: The intervention model of college English micro curriculum resources based on social psychology can effectively improve college students' positive personality, and then has important value for students' psychological development. It is worth popularizing and applying in the construction of college English micro curriculum resources.

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ANALYSIS ON THE EFFECT OF IDEOLOGICAL AND POLITICAL EDUCATION REFORM IN HIGHER VOCATIONAL COLLEGES ON COLLEGE STUDENTS' EMPLOYMENT ANXIETY

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Background: Anxiety refers to the tension, uneasiness, worry, worry and other unpleasant complex emotional states caused by an individual's imminent and possible danger or threat. In other words, anxiety is people's emotional reflection of the serious deterioration trend of the value characteristics of real or future things. On the contrary, the emotional form is expectation, and immediate expectation is the

emotional reflection of people's obvious positive tendency to the value characteristics of reality or future things. Specifically, anxiety is a kind of irritability caused by excessive worry about the safety, future and fate of relatives or themselves. It contains worry, worry, sadness, tension, panic, uneasiness and other components. It is related to key situations and events that are difficult to predict and respond to. When the situation changes, anxiety may be relieved. Some people are in a state of anxiety for a long time without objective reasons. They are often afraid of major disasters for no reason, worried about incurable serious diseases, leading to symptoms such as agitation and panic. This abnormal anxiety is a manifestation of psychosis. In short, the clinical manifestations of anxiety disorder are chronic anxiety disorders such as tension, excitement of autonomic nerve function and excessive vigilance, accompanied by a series of symptoms such as muscle tension, autonomic nerve disorder and exercise anxiety, which last for a long time. It is generally believed that over compensation for negative emotions can lead to anxiety disorder. It should be pointed out that mild anxiety has a positive impact, which can stimulate spirit, improve attention and make talents think quickly. However, excessive anxiety can inhibit the brain and make people confused all day. The "Employment anxiety" of contemporary college students is closely related to "graduation anxiety". "Graduation anxiety" is a common psychological phenomenon among graduates. With the popularization of higher education, the pressure faced by college graduates is increasing day by day. This is not only due to the difficult choice of finding a job or taking the postgraduate entrance examination before graduation, but also due to the tense atmosphere of the school, the urging of parents, the competition among peers, and the hesitation and anxiety caused by lack of work. The anxiety of college students in the upcoming graduation, job hunting or other learning stages of the university is mainly caused by excessive employment pressure, which is called "Employment anxiety". Employment anxiety is a strong and lasting emotional experience accompanied by physiological changes. In psychology, mild Employment anxiety is everyone's normal psychological response. Moderate anxiety will make people feel pressure and urge graduates to seek work hard. However, excessive anxiety will not only affect college students' career choice, but also interfere with their normal life.

There is no doubt that China's higher vocational education has developed rapidly and the situation is gratifying in recent years, but behind the appearance of prosperity, the current higher vocational education is facing many difficulties, many problems and contradictions are becoming more and more acute. At the specific level, the recognition of higher vocational education is not high, which is also the mainstream thought of today's society. Various phenomena seem to show that, in terms of national society, higher vocational education is secondary education. For parents and students, higher vocational education is a helpless choice. For employers, the enrollment rate of higher vocational graduates is generally low. In this situation, the employment anxiety faced by higher vocational graduates is undoubtedly more serious. Ideological and political education is not only the primary content of China's spiritual civilization construction, but also one of the main ways to solve social contradictions and problems. Ideological and political education is both important and difficult to do. There are many reasons for the poor effect of ideological and political work, but one of the important reasons is the long-term neglect of psychological education and training. Psychological education and cultivation are the basis of ideological and political education. Without this basis, ideological and political education is difficult to go deep. It is undeniable that ideological and political education based on psychological intervention or training is very important to alleviate the employment anxiety of higher vocational college students. Therefore, exploring the reform of ideological and political education in higher vocational colleges and taking this as the basis to alleviate the employment anxiety of higher vocational college students is undoubtedly a new idea and direction of higher vocational college education reform.

Objective: In order to alleviate the employment anxiety of higher vocational college students, this paper constructs an ideological and political education reform model based on psychological intervention, which aims to dredge the employment anxiety of higher vocational college students, and then establish confidence in their easy employment.

Research objects and methods: 400 higher vocational college students were randomly divided into control group and experimental group, with 200 students in each group. The control group implemented traditional ideological and political education, and the experimental group implemented the reform mode of ideological and political education based on psychological training for 3 months. Then, combined with the Self-rating Anxiety Scale (SAS), the psychological measurement of employment anxiety of higher vocational college students is carried out. The higher the score, the more serious the anxiety psychology is. Finally, the improvement of anxiety psychology of the two groups of higher vocational college students is compared and analyzed.

Methods: Complete the data analysis through SPSS23.0 data statistical analysis software.

Results: Table 1 shows the psychological improvement of employment anxiety of students in two groups of higher vocational colleges. As shown in Table 1, compared with the control group, the psychological improvement of employment anxiety of higher vocational college students in the experimental group is

more significant, with statistical difference ($P < 0.05$).

Table 1. The improvement of employment anxiety of two groups of higher vocational college students ($n=400$)

Factor	Control group ($n=200$)	Experience group ($n=200$)	P
Somatization	3.75±0.61	1.45±0.56	<0.05
Obsessive compulsive symptoms	3.69±0.59	1.25±0.43	<0.05
Interpersonal sensitivity	4.47±0.43	1.43±0.57	<0.05
Depressive status	3.54±0.55	1.28±0.43	<0.05
Anxiety state	2.36±0.41	1.66±0.61	<0.05
Hostile situation	3.44±0.56	1.52±0.60	<0.05
Psychological state of terror	4.29±0.42	1.45±0.56	<0.05
Paranoid mental state	3.75±0.61	1.25±0.43	<0.05
Psychotic	3.69±0.59	1.43±0.57	<0.05

Conclusions: The reform mode of ideological and political education based on psychological intervention can effectively alleviate the employment anxiety of higher vocational college students. Therefore, the content of psychological education should be added in the ideological and political teaching practice of higher vocational colleges, so as to help higher vocational college students establish the confidence of smooth graduation and easy employment.

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DISCUSSION ON RURAL REVITALIZATION STRATEGY TO PROMOTE THE INTEGRATED DEVELOPMENT OF AGRICULTURAL INDUSTRY UNDER THE BACKGROUND OF COGNITIVE IMPAIRMENT

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Background: Cognitive impairment is a kind of mental disease. In psychiatry, cognitive impairment is identified as ideological cognitive impairment and perceptual deficit disorder. At the same time, from the perspective of psychology, cognitive impairment is a kind of psychological problem, which is obtained after the psychological impact of patients. In clinical medicine, it is considered that the generation of cognitive impairment is the brain injury caused by the stimulation or external environment. The brain is the part that controls human activities. The impairment of brain cognitive function will lead to people's inability to accurately judge the external information they receive. In psychiatric research, the treatment of cognitive impairment mainly depends on the long-term efficacy of drugs. The treatment brought by drugs is limited, which can only alleviate individual cognitive impairment to a certain extent, and drugs have side effects. Long-term use will bring all kinds of unpredictable consequences. However, some psychiatrists have suggested that cognitive impairment, as an ideological disorder, can effectively cultivate the cognitive ability of patients with cognitive impairment through thinking and cognitive reconstruction. Thinking and cognitive reconstruction is the use of psychological induction to educate and cultivate patients with cognitive impairment, including reshaping the world outlook of patients with cognitive impairment, re understanding things and events, etc. In the modern society with the continuous development of society, people are more likely to have cognitive impairment under the influence of the external environment. Therefore, how to effectively alleviate and treat patients with cognitive impairment in different fields is of great significance.

In the context of national economic development, rural revitalization is proposed as an important strategy for agricultural economic development. In the rural revitalization strategy, take the countryside as the strategic point and drive rural development by looking for the path of rural development. The main purpose of rural revitalization strategy is to help agricultural development and promote agricultural economic growth. At the same time, in rural revitalization, it advocates the integration of the three major industries in agriculture to achieve common development. However, in the modern society of economic development, rural residents are easy to breed cognitive impairment psychology in the changing modern

environment. The most common is that under the influence of cognitive impairment, rural residents have low cognition of the agricultural industry and cannot correctly understand the development prospect of the agricultural industry. At the same time, they have insufficient cognition of the rural revitalization strategy and cannot implement the strategic task. Therefore, under the rural revitalization strategy, the integrated development of agricultural industry needs to focus on the cognitive barriers of rural residents to ensure the normal implementation of the strategy. From the perspective of cognitive impairment, this paper analyzes the hindering role of residents' cognitive impairment in promoting the development of agricultural industry integration, and puts forward the improvement measures of cognitive impairment, in order to promote the development of agricultural industry integration and reduce the level of cognitive impairment of rural residents.

Objective: This paper discusses the promoting effect of rural revitalization strategy on the integrated development of agricultural industry, analyzes the hindering effect of rural residents' cognitive impairment on the implementation of rural revitalization strategy and the integrated development of agricultural industry, and puts forward the improvement strategy of rural residents' cognitive impairment, so as to provide guarantee for the integrated development of agricultural industry.

Study design: Taking a rural area in Southwest China as the research object, the number of residents with cognitive impairment is counted, and the development of rural agricultural industry integration in this area from 2016 to 2021 is counted. Spearman correlation coefficient is used to evaluate the correlation between cognitive impairment and the implementation of rural revitalization strategy and the development of agricultural industry integration.

Results: There are 137 rural residents with cognitive impairment in a rural area of Southwest China. The cognitive impairment level of residents with cognitive impairment is tested respectively, and the impact of the number of cognitive impairments on the development effect of agricultural industry integration under the rural revitalization strategy is compared. See Table 1. Table 1 shows that rural cognitive impairment has a negative impact on the implementation of rural revitalization strategy and the integration and development of agricultural industry, and the number of people with cognitive impairment has different degrees of impact.

Table 1. The impact of rural cognitive impairment on rural development

Index	Number	Implementation of rural revitalization strategy	Integrated development of agricultural industry
Rural 1	33	-0.421	-0.464
Rural 2	21	-0.316	-0.372
Rural 3	16	-0.264	-0.304
Rural 4	36	-0.433	-0.471
Rural 5	31	-0.417	-0.425

Conclusions: The integrated development of agricultural industry under rural revitalization is the main development policy in China. In the development of agricultural economy, the cognitive impairment of rural residents is the main factor affecting its development. Therefore, alleviating the cognitive impairment of residents will help to improve the development of agricultural economy. From the perspective of cognitive impairment, this paper analyzes the impact of residents' cognitive impairment on the integration and development of agricultural industry, and puts forward solutions. The results show that the cognitive impairment of rural residents seriously hinders the implementation of rural revitalization strategy and the integrated development of agricultural industry. Reducing the number of cognitive impairments will help to improve the role of rural revitalization strategy in promoting the integrated development of agricultural industry. Therefore, in the development of agricultural economy, on the premise of implementing the rural revitalization strategy, we need to always pay attention to the cognitive impairment of rural residents, and promote the development of agricultural economy by changing the level of residents' cognitive impairment.

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ANALYSIS ON THE INFLUENCE OF UNIVERSITY EDUCATION INFORMATIZATION TEACHING INNOVATION ON COLLEGE STUDENTS' ANXIETY UNDER THE BACKGROUND OF DIVERSIFICATION

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Background: In psychology, it is believed that college students are just at the boundary between school and society. Many college students can't calmly deal with the pressure of learning, economy, communication and love, passively avoid, and can't actively explore and solve problems, which leads to negative emotions such as complaint, anxiety and fear of difficulties, which seriously affects their physical and mental health. With the acceleration of social development, the social pressure that college students need to face also begins to increase. Under this social pressure, the mental health status of college students has become the main topic of social concern. It is undeniable that in the psychological changes of college students, more psychological problems are anxiety disorders. The conventional psychological anxiety relief program is to carry out psychological courses, instill relevant psychological knowledge into students, and help students understand the serious impact of negative psychological emotions. However, in the development of psychological curriculum, students' interest in psychological curriculum is not high, which leads to little effect of psychological curriculum on students' psychological counseling. In order to alleviate the psychological anxiety of college students, colleges and universities gradually begin to start with daily course teaching. The continuous development of information technology provides a new environment for course teaching. How to use information technology to realize information-based teaching to improve the teaching quality in daily course teaching and help alleviate college students' anxiety is of great significance.

The main purpose of information-based teaching in university education is to improve students' comprehensive ability, help students establish correct values and reduce the incidence of students' anxiety. University education informatization teaching is to use Internet technology to realize online and offline teaching and help students consolidate their professional knowledge. In the teaching innovation of educational informatization, student-centered diversified teaching has been widely used in the teaching innovation of colleges and universities. The use of diversified teaching can evaluate the current situation of students, teachers, school leaders and society, use the evaluation results to improve the teaching mode and improve the teaching mode step by step. Using diversification to carry out innovative evaluation of information-based teaching and improve the teaching mode can formulate more appropriate teaching plans at the student level, increase the frequency of students attending classes, improve students' learning enthusiasm and reduce students' pressure in learning. At the same time, in online teaching, students can choose the right time to study, and students can also feel a sense of freedom in their daily life. Many studies have pointed out that in university education information-based teaching, diversified evaluation can alleviate students' anxiety, but it is still not deep enough. Therefore, the research takes diversified evaluation as the background to explore the mechanism of university education information-based teaching innovation affecting college students' anxiety, so as to provide theoretical support for college students' psychological counseling.

Objective: This paper analyzes the influence of diversified evaluation of middle school students on the construction of university education information-based teaching innovation model, and discusses the influence of university education information-based teaching innovation model on college students' anxiety.

Study design: Taking a university as the main research object, two classes were selected from freshmen to seniors in the university for test and analysis. The two classes were randomly divided into experimental class and control class. Make statistics on the current situation of middle school students' anxiety in all classes, take students as the main body, adopt diversified evaluation to formulate the innovative mode of university education information teaching, adopt the innovative mode for teaching in the experimental class, and adopt the conventional teaching mode for teaching in the control class. The teaching duration is 5 months. Finally, make statistics on the professional achievements and anxiety of middle school students in different classes. All data were collected by SPSS22.0, $P < 0.05$ was statistically significant.

Results: The comparison results of students in different classes in different grades are shown in Table 1. Table 1 shows that the anxiety scores of students in the experimental class in each grade are lower than those in the control class after teaching, and the improvement of professional scores of students in the experimental class is more obvious.

Conclusions: College students' anxiety is common in colleges and universities. Therefore, it is of great significance for colleges and universities to formulate innovative teaching models to alleviate students' psychological problems. Taking diversified evaluation as the starting point, the research formulates the innovative model of university education information teaching, and analyzes the changes of students'

anxiety under the innovative model. The results show that in college teaching, students of different grades can alleviate their anxiety under the new teaching mode, and compared with the conventional teaching mode, the innovative mode has a more significant effect on students' anxiety relief. Therefore, in college teaching, we should take students as the main body, formulate appropriate teaching models and formulate innovative plans to improve the efficiency of students' anxiety relief.

Table 1. Comparison of students' anxiety before and after teaching

Project		Professional achievement		Anxiety score	
		Before teaching	After teaching	Before teaching	After teaching
Freshman	Experimental class	61.2	80.7	69.57±2.31	35.45±1.26
	Control class	60.7	75.8	68.42±2.22	39.07±1.29
Sophomore	Experimental class	59.4	82.1	64.68±2.17	34.52±1.37
	Control class	60.3	77.5	66.12±2.06	39.52±1.66
Junior	Experimental class	57.8	80.9	59.52±2.33	36.37±1.21
	Control class	55.9	75.6	60.11±2.28	40.02±1.33
Senior	Experimental class	64.3	83.4	70.4±2.77	35.15±1.01
	Control class	63.7	79.7	70.1±2.69	42.06±1.25

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TEACHING OF MODERN LITERARY WORKS IN COLLEGES AND UNIVERSITIES UNDER THE BACKGROUND OF COGNITIVE IMPAIRMENT

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Background: College students will have different types of mental diseases due to the pressure of learning tasks, among which cognitive impairment is the most common. Psychiatry believes that cognitive impairment becomes unable to identify common sense information. From the evaluation of psychological characteristics, it can be found that people's cognition is the processing of social information, while mental patients with cognitive impairment have reduced cognitive ability and cannot accurately identify social information, resulting in negative emotions such as fear and anger. Cognitive impairment was classified as schizophrenia in the early research of psychiatry. With the deepening of research, psychiatrists believe that cognitive impairment is a primary symptom independent of schizophrenia. In the research and development of psychiatry, it is suggested that the generation of cognitive impairment has certain genetic factors, and patients with cognitive impairment are more vulnerable to the influence of their parents. At the same time, some studies have pointed out that most patients with cognitive impairment have prefrontal related executive function loss, which indicates that important areas of the brain of patients with cognitive impairment are damaged and have cognitive impairment. In the routine treatment of psychosis, surgery and drug quality are adopted for people with cognitive impairment. In the prognostic study of people with cognitive impairment, it has been confirmed that patients with severe cognitive impairment have social and professional abilities.

In college teaching, the literary ideas contained in modern literary works can significantly affect students' values, which leads to the cognitive impairment of students in literature teaching. However, it can be admitted that colleges and universities are gradually using the ideological impact of literature to solve the cognitive impairment of students in the face of cognitive impairment students in teaching. The main reason for the cognitive impairment of college students is that the learning pressure leads to the confusion of students' thinking logic, which eventually leads to cognitive impairment. The generation of students' thinking logic impairment often occurs in the teaching of literature courses. The core ideas contained in different literature are significantly different, which makes the students' logic confused. This kind of teaching mode of literature can not only lead to the deterioration of students' cognition, but also lead to the deterioration of students' cognition. Therefore, from the perspective of college students with cognitive impairment, this study uses the modern literary works course to carry out teaching innovation, and puts

forward the innovative teaching mode of college literary works teaching, in order to alleviate the cognitive impairment of college students.

Objective: This paper discusses the cognitive impairment of students in college teaching, analyzes the impact of college literary works teaching on students' cognitive impairment, and puts forward an innovative teaching model of modern literary works in colleges and universities based on alleviating cognitive impairment.

Study design: Taking the students of modern literature teaching course in a university as the research object, count the number of students with cognitive impairment, and evaluate the level of students' cognitive impairment. Cluster analysis is used to count the types of works that affect the reduction and improvement of students' cognitive impairment in the teaching of modern literary works in colleges and universities, so as to construct the teaching scheme of modern literary works in colleges and universities. Carry out innovative program teaching for students with cognitive impairment for one year, count the changes of students' cognitive impairment level during teaching, and finally compare the differences of students' cognitive impairment before and after teaching. All data were collected by SPSS24.0, $P < 0.05$ was statistically significant.

Results: According to the statistics of 22 students with cognitive impairment in the teaching of modern literary works in colleges and universities, the impact of the categories of modern literary works on students' cognitive impairment is shown in Table 1, in which "+" means aggravating patients' cognitive impairment, "-" means alleviating students' cognitive impairment, 0-3 means the degree of impact, 0 means no impact, and 3 means significant impact. Table 1 shows that different types of modern literary works have significant differences in the degree of influence on students' cognitive impairment.

Table 1. The influence of the types of literary works on students' cognitive impairment

Project	Prose	Sketch	Poetry	Novel
Cognitive impairment	-2	-2	+3	+2

Conclusions: College students' cognitive impairment is the main factor that hinders the improvement of students' academic performance. In college teaching, we need to focus on students' cognitive impairment. In the research, by analyzing the current situation of cognitive impairment in the teaching of modern literary works and the impact of the types of modern literary works on students' cognitive impairment, we can build a teaching scheme of modern literary works with the ability to alleviate students' cognitive impairment. The results show that different types of modern literary works will promote and alleviate students' cognitive impairment. Taking the types of literary works that can alleviate students' cognitive impairment as the main teaching type can alleviate students' cognitive impairment to a great extent. Therefore, we should start with the construction of students' mental and physical barriers in the teaching program of colleges and universities.

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PRACTICE OF PHYSICAL EDUCATION TEACHING METHODS IN COLLEGES AND UNIVERSITIES UNDER THE BACKGROUND OF COGNITIVE IMPAIRMENT

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Background: In college teaching, students are prone to mental and mental health problems, among which cognitive impairment is the most common mental disorder among students. In the teaching of colleges and universities, the learning tasks and learning requirements have been greatly improved in the era of middle school. College students are difficult to adapt to the learning atmosphere of colleges and universities in a short time after they are separated from middle school life. They are more prone to cognitive impairment in the face of the learning environment of colleges and universities with the integration of different cultures. Cognitive impairment is considered as a kind of mental disorder in psychiatry. Many studies have shown that patients with cognitive impairment have obvious impairment of cognitive function. With the help of medical tools, it can be seen that the relevant brain regions of patients with cognitive impairment will be damaged, and then cognitive function will be damaged. However, from

the perspective of psychological research, the generation of cognitive impairment is affected by psychological activities, and people's explicit behavior activities are controlled by the brain, but people's implicit behavior mechanism is still not enough. Generally speaking, psychological behavior is a kind of subconscious psychological change. When people are impacted by external information, the psychological subconscious will affect the individual's internal environment. Psychology and some psychiatry believe that cognitive impairment is a kind of subconscious failure behavior of patients after being impacted by the outside world. In college teaching, the environment faced by students is complex, and people's subconscious will change to a certain extent, which will lead to the failure or lack of students' cognitive function.

In college teaching, in order to deal with the problem of students' cognitive impairment, colleges and universities have carried out a large number of teaching practices. Among them, physical education teaching, as a course teaching of physical exercise, can transfer students' attention from the external environment to their own performance to a certain extent. In college physical education courses, teachers will ask students to choose course items according to their own needs, such as football, basketball and other sports. In addition, college sports also include more relaxed items such as Taijiquan. For students with cognitive impairment, colleges and universities gradually take physical education as the main mitigation method. The purpose is to make students have a sufficient understanding of their physical performance with the help of physical exercise in physical education, and promote the recovery of students' cognitive function with the help of relaxation means of sports. Therefore, a number of studies have gradually carried out the research on the impact of college physical education on students' cognitive impairment, but from the research results, a large number of research results have failed to give an in-depth understanding of the specific impact of physical education teaching mode on students' cognitive impairment. In view of this, from the perspective of students' cognitive impairment, this study constructs a physical education teaching model that can significantly alleviate students' cognitive impairment, in order to provide theoretical support for the treatment of college students' cognitive impairment.

Objective: This paper discusses the current situation of college students' cognitive impairment, analyzes the impact of college physical education on students' cognitive impairment, and explores the effect of the new model of college physical education on students' cognitive impairment.

Study design: Taking a university as an example, this paper collects the situation of students with cognitive impairment in colleges and universities, groups students according to the sports items selected by students, and analyzes the mitigation of cognitive impairment of students with cognitive impairment in three-month physical education teaching. The fuzzy evaluation method is used to extract the teaching methods that have an impact on students' cognitive impairment from the initial teaching situation, so as to construct a new model of physical education teaching, apply it to college physical education teaching, carry out teaching intervention for students with cognitive impairment, the teaching time is 3 months, and finally count the cognitive impairment of all students. The changes of students' cognitive impairment in the two teaching modes were compared by SPSS22.0 for statistical analysis.

Results: The comparison of cognitive level changes of students with cognitive impairment in the two teaching modes is shown in Table 1. Using 0-5 respectively indicates that students' cognitive function is poor to very good. Table 1 shows that in different sports, the cognitive impairment mitigation ability of physical education teaching innovation scheme is greater than that of traditional teaching mode.

Table 1. The influence of physical education teaching plan on students' cognitive impairment

Project		1 month	2 months	3 months
Football	Traditional teaching	1	2	2
	Innovative teaching	1	3	3
Basketball	Traditional teaching	1	1	2
	Innovative teaching	1	3	3
Taiji boxing	Traditional teaching	1	2	2
	Innovative teaching	2	3	4

Conclusions: The cognitive impairment of college students has caused great obstacles to students' physical and mental development. Therefore, it is necessary to formulate corresponding teaching plans on the premise of alleviating students' cognitive impairment in college teaching. In the research, by analyzing the current situation of students' cognitive impairment, evaluating the correlation between students' cognitive impairment and physical education teaching, and constructing an innovative model of physical education teaching to alleviate students' cognitive impairment. The results show that students with cognitive impairment in different sports can be affected by sports innovative teaching programs, and show a

significant improvement in cognitive function. Therefore, in order to alleviate the cognitive impairment of college students, schools can take physical education teaching as the main treatment scheme, improve students' cognitive level and promote students' healthy growth through physical education innovation scheme.

Acknowledgement: The research is supported by: In 2021, the Key Project of Teaching Research of Huanggang Normal University, the Reform and Practice of the Integrated Teaching mode of "Teaching, Training and Competition" in the Course "University Physical Education" (No. 2021CE47); The Reform and Practice of the Integrated Teaching Mode of "Teaching, Training and Competition" for the "University Physical Education" Course of The Provincial Teaching Research Project in Hubei Province in 2021 (No. 2021441).

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INFLUENCE OF PHYSICAL TRAINING ON IMPROVING COLLEGE STUDENTS' PHYSICAL HEALTH LEVEL AND ALLEVIATING LEARNING ANXIETY

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Background: The anxiety of college students is a common phenomenon in college learning. The main reason for students' anxiety is that students' psychology cannot adapt to the college environment. In students' learning anxiety, the ecological environment of colleges and universities is the main factor affecting students' learning mood. Learning tasks and learning requirements are the main factors affecting students' learning enthusiasm. Anxiety will occur when students cannot meet the learning tasks issued by teachers and the learning requirements required by teachers. In psychology, psychological anxiety is defined as a kind of negative emotion of Chang a Jin, which is easy to breed under the influence of the outside world. People with anxiety often have anxiety. It is difficult to express their true feelings in the face of real life. Under the influence of anxiety, individuals are more likely to have doubts and uneasiness about the unknown, resulting in serious mental damage. From the existing psychological research, students' learning anxiety is a manifestation of psychological pressure, and this growing pressure will lead to students not only psychological health problems, but also the decline of students' basic physical quality, and finally serious diseases. In order to deal with students' learning anxiety in college teaching, colleges and universities continue to try various mitigation schemes. In the existing research, the more effective way is physical training.

Physical training is a kind of teaching course based on sports. Compared with physical teaching course, teachers urge students to carry out physical activities and guide students to carry out scientific and effective physical exercise. Physical training is one of the indispensable teaching courses in college teaching. In the development of education in China, it has always been emphasized to improve students' comprehensive physical quality and ensure that students have good physical ability in the learning process to support huge learning activities. With the deepening of psychological research, it is found that physical training can not only improve students' basic physical quality, but also play a certain role in alleviating students' learning pressure. Some studies have directly pointed out that in the process of physical training, students' psychological anxiety in physical exercise will be significantly reduced, which is reflected in that students' anxiety and tension will be significantly relieved after physical training. However, there is little research on how physical training can alleviate the anxiety caused by students' learning pressure. Therefore, the research deeply analyzes the alleviating effect of physical training on students' learning anxiety while improving students' physical health level, in order to put forward innovative schemes for colleges and universities to alleviate students' anxiety.

Objective: Explore the current situation of learning anxiety caused by learning pressure of college students, analyze the impact of physical training on college students' physical health level, and analyze the specific role of physical training in alleviating students' learning anxiety.

Study design: Taking three universities in a city as the research object, the number of students' learning anxiety in the three universities is counted. Professional performance assessment was used to determine the physical health level of college students, and Self-rating Anxiety Scale was used to count the anxiety of students. Formulate the physical training plan and apply the plan to the physical training in three schools. The length of physical training is 4 months. Compare and analyze the differences of students' physical health level and students' learning anxiety before and after teaching, and analyze the impact of physical training on students' learning anxiety. Adopt SPSS24.0. The data difference before and after statistical

analysis was statistically significant ($P < 0.05$).

Results: The professional scores and learning anxiety of students in the three universities are shown in Table 1. Table 1 shows that after physical training and teaching, students' professional scores have increased significantly. Students' learning anxiety has decreased significantly after physical training. The differences of students' professional scores and learning anxiety scores before and after teaching are compared and analyzed. The results show that they are statistically significant.

Table 1. Comparison of students' performance and anxiety before and after physical training

Group	Before teaching	After teaching	P
Professional achievement	66.7	75.4	<0.05
Learning anxiety	63.44±2.09	37.28±1.36	<0.05

Conclusions: The anxiety of college students is the content that the school must pay attention to in the teaching development. What means to alleviate the anxiety of students in learning is the key problem to be solved in the teaching planning of colleges and universities. In the research, the purpose of alleviating students' learning anxiety is achieved through physical training. By analyzing the current situation of students' learning anxiety in school, appropriate physical training teaching mode is formulated to alleviate students' psychological anxiety on the premise of improving students' basic physical quality. The results show that physical training can completely affect students' learning anxiety, and can reduce students' anxiety score on the premise of helping students improve their physical quality, which is of great significance to the development of students' comprehensive quality. In college education, we need to focus on the impact of physical education teaching on students' anxiety, change the teaching mode in real time, improve students' mental health level, and provide talent guarantee for national development.

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ROLE OF VOLUNTARY SERVICE ACTIVITIES IN IMPROVING COLLEGE STUDENTS' MENTAL HEALTH FROM THE PERSPECTIVE OF POSITIVE PSYCHOLOGY

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Background: In college education, alleviating the psychological problems of college students is the main work content. College students are in the stage of breaking away from the discipline of their parents. In college learning, college students are also gradually integrating into the society. Aiming at the psychological problems of college students, a large number of early scholars studied the psychological changes of college students, and analyzed that college students are prone to self-differentiation and anxiety in college learning. The self-differentiation of college students is an imperfect personality when balancing parental care and self-independence. Anxiety is a complex emotion of college students in the face of college learning tasks. In a word, college students' anxiety is a kind of positive and applied anxiety in college students' ideological and political education. Positive psychology is a kind of psychological research to tap human good morality and inherent potential. It aims to enhance people's optimism and promote the harmonious development of society at one time. Psychology emphasizes the help of students' negative emotions rather than the diffusion of negative emotions. In short, positive psychology is a way of psychological induction, which promotes the good development of students' psychology through speech encouragement, behavior induction and so on.

In college education, the comprehensive development of middle school students is becoming more and more important, which leads to the school paying more and more attention to the mental health of college students. From the perspective of positive psychology, the school should improve the existing positive psychology of students. Therefore, the school continues to carry out various extracurricular activities to cultivate students' correct values and guide students' positive physical and mental development. Among them, volunteer service activities, as a main activity to test students' social ability, have a great impact on students' physical and mental health. In volunteer service activities, students need to have basic social skills. General volunteer service activities are aimed at the elderly, weak, sick and disabled in society, which emphasizes that students have basic psychological qualities such as kindness and responsibility. Therefore, from the perspective of positive psychology, volunteer service activities can promote the mental

health of college students. However, some studies have not been able to understand the specific mechanism of the positive psychology in volunteer service activities in the improvement of college students' mental health. The research explores the positive means in volunteer service activities through positive psychology, and evaluates the effect of ability training in volunteer service activities on the improvement of students' mental health, in order to provide reference for the cultivation of college students' physical and mental health.

Objective: Explore the connotation of positive psychology in volunteer service activities, and analyze the role of volunteer service activities induced by positive psychology in promoting college students' mental health.

Study design: Taking a university as an example, this paper counts the main activities in the development of volunteer service activities in colleges and universities, classifies the connotation of positive psychology in various activities by cluster analysis, analyzes the impact of different positive psychology on students' anxiety, self-differentiation and emotional expression, and summarizes the comprehensive effect of volunteer service activities on the improvement of college students' mental health.

Results: The positive psychology in volunteer service activities obtained by cluster analysis includes persistence, enthusiasm, dedication, love and pride. The impact of positive psychology on students' anxiety, self-differentiation and emotional expression is shown in Table 1. 0-4 represents the degree of impact, 0 represents no impact, 1 represents weak impact, 2 represents general impact, 3 represents strong impact and 4 represents complete impact. Table 1 shows that the positive psychology such as persistence, enthusiasm, dedication, love and pride in volunteer service activities have a complete impact on students' anxiety, self-differentiation and emotional expression.

Table 1. The influence of volunteer service activities on students' psychological emotion

Psychological emotion	Persistent	Enthusiasm	Dedication	Love	Proud
Anxious	3	4	4	4	4
Self-differentiation	4	4	4	4	3
Emotional expression	4	4	4	4	3

Conclusions: The mental health of college students is the focus of all sectors of society. It is particularly important for colleges and universities to promote students' physical and mental growth in the teaching process. From the perspective of positive psychology, this paper analyzes the positive psychology in volunteer service activities, and evaluates the impact of positive psychology on students' psychological emotion. The results show that the positive psychology in volunteer service activities can completely affect students' psychological emotion, that is, volunteer service activities can significantly improve students' mental health. Therefore, in college teaching, schools should often organize volunteer service activities and use the positive psychology in the activities to promote the healthy growth of students' psychology.

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PERFORMANCE AUDIT OF FINANCIAL SUBSIDIES FOR RURAL REVITALIZATION PROJECTS FROM THE PERSPECTIVE OF ECONOMIC PSYCHOLOGY

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Background: In recent years, China has put forward the rural revitalization strategy, vigorously developed the rural tourism industry and improved the income of farmers. In order to develop rural tourism industry, the government's financial subsidy funds are indispensable. In this process, the performance audit of financial subsidy funds is very important. The traditional performance audit method of financial subsidy funds is inefficient, time-consuming and heavy workload. The staff often cannot get accurate results within the specified time, so there is great psychological pressure. In addition, the performance audit of financial subsidy funds is relatively boring, and the staff often have negative emotions such as irritability and anxiety. Over time, if the negative emotions cannot be alleviated, the staff will suffer from psychological diseases such as anxiety and depression, which will not only affect the physical and mental health of the staff, but also affect their daily life and work, and have a negative and negative impact on individuals and rural revitalization. Therefore, we need to find a fast, efficient and convenient financial subsidy fund

performance audit method to improve work efficiency, alleviate the negative emotions of staff, and then treat the anxiety and depression of staff.

Economic psychology is a comprehensive discipline that combines the dimensions of psychology, economics and management. It mainly studies the psychological activity law of individual, collective, labor and interpersonal communication in economic activities, so as to improve production efficiency. The main research contents of economic psychology are: individual characteristics and the position of personality in the labor force structure, the law of individual psychological change when participating in economic activities, individual psychological problems and change filtering during labor achievement distribution and consumption, the cycle law of individual demand generation, development, sufficiency and reproduction, the quantitative and qualitative analysis of individual demand the relationship between individuals and various forms of ownership, the effectiveness of the operation of the economic system and the psychological conditions for the formulation and implementation of economic policies. The theory of economic psychology adopts the viewpoint of psychology to analyze the psychological factors of various roles in economic activities, that is, to analyze the psychological change law, decision-making change and decision-making behavior of consumers, entrepreneurs and political decision-makers under different circumstances. Based on economic psychology, this paper constructs the performance audit system of financial subsidy funds of rural revitalization projects, improves the work efficiency of financial subsidy funds' performance audit staff of rural revitalization projects, reduces the workload, alleviates the negative emotions of staff, and plays a role in treating the mental anxiety of staff, which is of positive significance to the cause of rural revitalization in China.

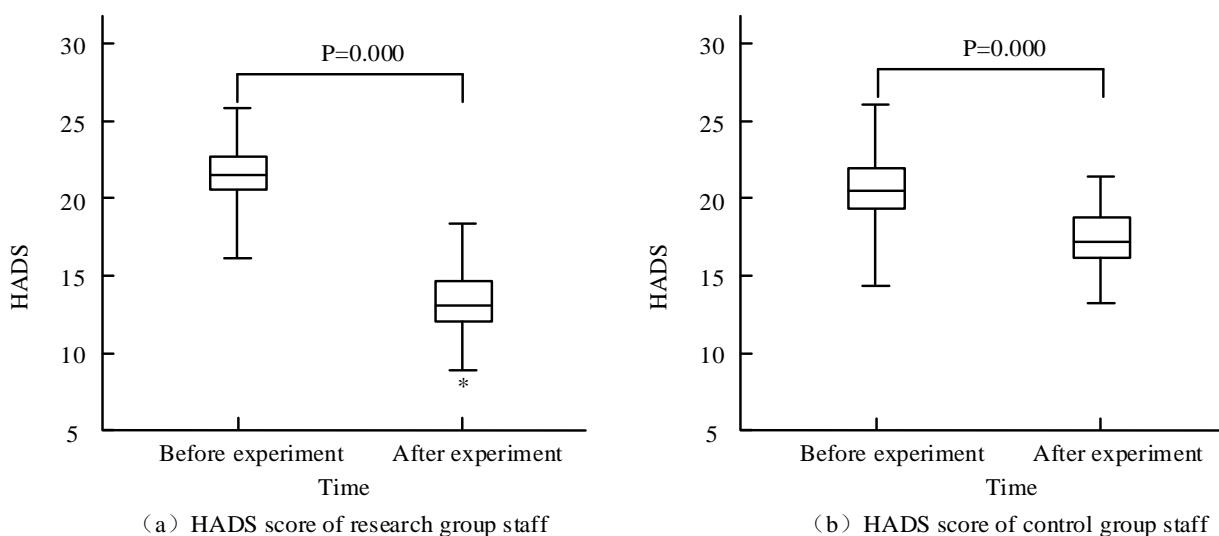
Objective: The performance audit of financial subsidy funds is relatively boring, and the staff are easy to suffer from psychological diseases such as anxiety and depression, which not only affects the physical and mental health of the staff, but also affects their daily life and work, and has a negative and negative impact on individuals and rural revitalization. Based on economic psychology, this paper constructs a performance audit system of financial subsidies for rural revitalization projects, improves work efficiency, reduces workload, alleviates the negative emotions of staff, and plays a role in treating the mental anxiety of staff, which is of positive significance to the cause of rural revitalization in China.

Research objects and methods: 40 staff with different degrees of anxiety and engaged in the performance audit of financial subsidies were selected as the research objects. The mental health status of the staff was evaluated by Self-rating Anxiety Scale (SAS), Self-rating Depression Scale (SDS) and Hospital Anxiety and Depression Scale (HADS).

Study design: 40 patients were randomly divided into study group and control group with 20 people in each group. Among them, the staff of the research group used the financial subsidy fund performance audit system of rural revitalization project based on economic psychology to carry out the audit work. The staff in the control group used the traditional financial subsidy fund performance audit method for audit work. After a period of time, the mental health status of the two groups was compared.

Methods: The relevant data were processed and analyzed by software SPSS23.0.

Results: After working for a period of time, the SAS score, SDS score and HADS score of the staff in the study group were lower than those in the control group, and the difference was significant ($P < 0.05$). Among them, the HADS scores of the two groups of staff are shown in Figure 1.



Note: * $P < 0.05$ compared with control group.
Figure 1. HADS score of two groups of staff

Conclusions: The traditional financial subsidy fund performance audit method is inefficient, time-consuming, heavy workload, great psychological pressure on staff, and staff often have negative emotions such as irritability and anxiety. When negative emotions cannot be alleviated for a long time, it will lead to psychological diseases such as anxiety and depression, affect the physical and mental health of staff, affect daily life and work, and have a negative and negative impact on individuals and rural revitalization. Based on economic psychology, this paper constructs a performance audit system of financial subsidies for rural revitalization projects. The experimental results showed that after working for a period of time, the SAS score, SDS score and HADs score of the staff in the study group were lower than those in the control group, and the difference was significant ($P < 0.05$). The above results show that the rural revitalization project financial subsidy fund performance audit system can improve the work efficiency of the rural revitalization project financial subsidy fund performance audit staff, reduce the workload, alleviate the negative emotions of the staff, and play a role in treating the mental anxiety of the staff, which is of positive significance to the cause of rural revitalization in China.

Acknowledgement: The research is supported by: Project of Party building in Nanjing Audit University 2021 "Research on Promoting the Construction of Audit Talent Team by Learning and Education of Party History" (No. 2021NAUDJ02006).

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INNOVATIVE APPLICATION OF ECOLOGICAL LANDSCAPE DESIGN IN RURAL REVITALIZATION FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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Background: Since the reform and opening up, China's economic level has improved rapidly, the market economy has developed continuously, and the pace of life of urban residents is also accelerating. In the fast-paced life, urban residents bear a lot of pressure, such as work, emotion, communication, loan and so on, but they cannot be effectively released. Under the long-term accumulation of pressure, urban residents have physical and psychological problems, and then suffer from various psychological diseases, such as anxiety, depression and so on. If the degree of mental illness is too heavy and lasts too long, it will damage the patient's physical function and make the patient feel painful and depressed. In the long run, it will make the patient have the psychology of world weariness and suicide, and cause a huge burden on the patient's family and society, which is not conducive to the construction and development of a harmonious society. Therefore, finding a suitable way to alleviate the negative emotions of urban residents and then treat mental diseases is of positive significance to the personal development of patients with mental diseases, the reduction of the burden on patients' families and the development of a harmonious society.

Under the rural revitalization strategy, the rapid development of rural tourism industry has become an important way for many urban residents to relax and alleviate their negative emotions. The ecological landscape design in rural tourism can make tourists feel happy and have the effect of treating mental diseases. However, the homogenization of some ecological landscape designs is serious, which leads to aesthetic fatigue of tourists and has little effect on tourists' mood relaxation. Therefore, innovation and improvement are needed. Social psychology is a branch of psychology, which mainly studies the occurrence and change law of psychology and behavior of individuals and groups in social interaction, and discusses interpersonal relations at the individual level and social group level, including group communication structure, group norms and so on. In social psychology, it is generally divided into three fields: individual process, interpersonal process and group process. Among them, individual process involves individual attitude, personal perception and self-consciousness, as well as the change law of individual personality development and social development. Interpersonal process is to explore the interpersonal relationship between individuals and the impact of interpersonal relationship on individual psychology. Group process studies individual psychology and behavior law from the perspective of macro environment, including the psychological impact of group and organization on individual and the psychological impact of surrounding environment on individual. The research analyzes the psychology of urban residents based on social psychology, and innovates the ecological landscape design in rural tourism according to the analysis results, so as to treat the anxiety and depression of urban residents.

Objective: In the fast-paced life, urban residents bear a lot of pressure. Under the long-term accumulation of pressure, urban residents have physical and psychological problems, and then suffer from various psychological diseases, such as anxiety, depression and so on. Based on social psychology, this study

innovates the ecological landscape design in rural tourism in order to treat the psychological diseases of urban residents, such as anxiety and depression.

Research objects and methods: 100 urban residents with anxiety disorder were selected as the research objects. Self-rating Anxiety Scale (SAS), Self-rating Depression Scale (SDS) and Hospital Anxiety and Depression Scale (HADS) were used to evaluate the mental health status of urban residents.

Study design: 100 urban residents with anxiety disorder were randomly divided into study group and control group with 50 people in each group. Among them, urban residents in the research group choose to travel to the countryside with innovative ecological landscape design based on social psychology. The urban residents in the control group went to the countryside with traditional ecological landscape design for tourism. Before and after tourism, the mental health status of the two groups of urban residents was counted.

Methods: The relevant data were processed and analyzed by software SPSS23.0.

Results: After the tour, the SAS score, SDS score and HADS score of patients in the study group were lower than those in the control group, and the difference was significant ($P < 0.05$). The SAS scores of the two groups of urban residents are shown in Table 1.

Table 1. SAS scores of two groups of urban residents

Timing	SAS scores		<i>t</i>	<i>P</i>
	Research group	Control group		
Before Tourism	73.5±12.3	72.7±13.1	0.304	0.653
After tourism	52.6±6.7	62.5±7.9	4.420	0.013
<i>t</i>	7.371	6.421	-	-
<i>P</i>	0.000	0.009	-	-

Conclusions: If the degree of mental illness is too heavy and lasts too long, it will damage the patient's physical function and make the patient feel painful and depressed. In the long run, it will make the patient have the psychology of world weariness and suicide, and cause a huge burden on the patient's family and society, which is not conducive to the construction and development of a harmonious society. Based on social psychology, this study innovates the ecological landscape design in rural tourism in order to treat the psychological diseases of urban residents, such as anxiety and depression. The results showed that the SAS score, SDS score and HADS score of patients in the study group were lower than those in the control group after the tour, and the difference was significant ($P < 0.05$).

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LEADERSHIP MANAGEMENT ANXIETY CAUSED BY THE REFORM FROM MANAGEMENT TO GOVERNANCE IN COLLEGES AND UNIVERSITIES IN CHINA

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Background: In the process of reform from management to governance in colleges and universities, due to the lack of experience and management level of the management, there are many problems in the reform from management to governance in colleges and universities, resulting in the reform is not thorough enough and the management of colleges and universities cannot achieve the expected effect. Therefore, some college leaders have anxiety in the management process. Anxiety is a kind of emotional and behavioral disorder that excessively worries about bad expected results, including generalized anxiety, social anxiety, panic disorder and so on. The objective purpose of anxiety is to guide people on how to quickly take various measures and urgently mobilize various value resources, so as to effectively prevent the serious deterioration of the value characteristics of real or future things and make them develop in a favorable direction. Therefore, short-term and moderate anxiety can help individuals establish goals and efforts, and help individuals establish positive beliefs. However, long-term and excessive anxiety will lead to the impairment of patients' physical and mental health, affect patients' normal life, increase the burden on patients' families, have a negative effect on patients' personal development and the construction of a harmonious society, and also have a negative impact on the normal operation of the school.

Educational psychology is a psychological theory put forward under the background of teaching reform. It has important theoretical and practical significance in promoting the reform of the education system. In addition, educational psychology is also of great significance to the improvement of educators' psychological quality and teaching methods. Educational psychology contains many related theories, including psychological content, the law of psychological changes of students in the learning process, teachers' analysis and cultivation of students' learning motivation, teachers' transfer and promotion of students' learning, teachers' analysis of the development of students' cognitive ability, teachers' cultivation of students' cognitive understanding, students' memory development, students' knowledge consolidation methods the formation of students' cognitive strategies, the cultivation of students' problem-solving ability and innovation ability, the cultivation of students' correct self-consciousness, students' group psychology and students' mental health education. The research is based on educational psychology to solve the problems existing in the reform from university management to governance, and deepen the reform, so as to alleviate the anxiety of university leaders and ensure the normal operation of the school.

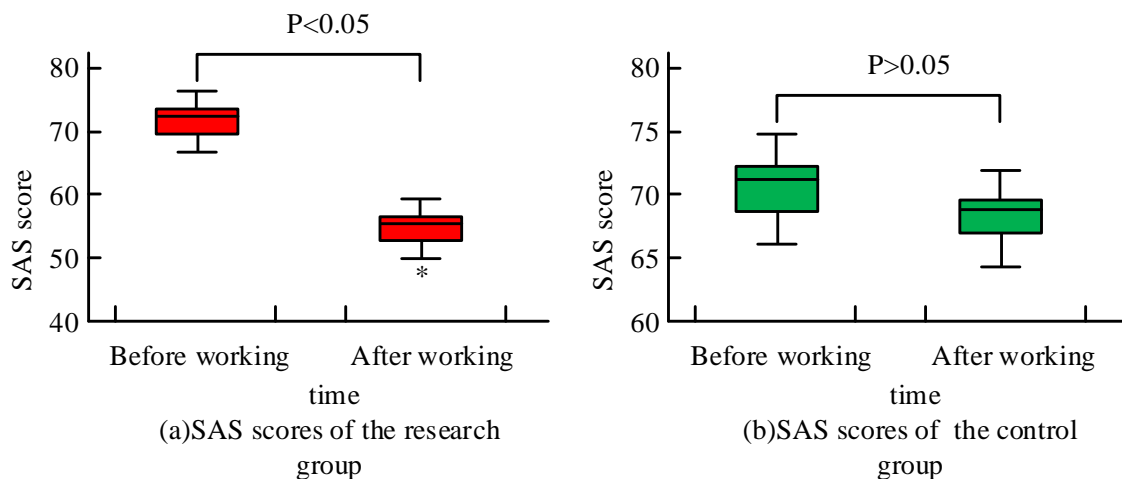
Objective: There are many problems in the reform from management to governance in colleges and universities. Some college leaders have anxiety in the process of management. The research is based on educational psychology to solve the problems existing in the reform from university management to governance, and deepen the reform, so as to alleviate the anxiety of university leaders and ensure the normal operation of the school.

Research objects and methods: 60 university leaders from 12 universities were selected as the research objects. Self-rating Anxiety Scale (SAS), Self-rating Depression Scale (SDS) and Hospital Anxiety and Depression Scale (HADS) were used to evaluate the mental health status of the subjects.

Research design: 60 university leaders were randomly divided into research group and control group with 30 people in each group. Among them, the university leaders of the research group adopted the reform method based on educational psychology to carry out the reform of universities from management to governance. The college leaders in the control group adopted the traditional reform method to carry out the reform of colleges and universities from management to governance. After a period of time, the anxiety levels of the two groups of college leaders were compared.

Methods: The relevant data were processed and analyzed by software SPSS23.0.

Results: After working for a period of time, the SAS score, SDS score, and HADS the score of university leaders in the study group were significantly lower than those in the control group ($P < 0.05$). Among them, the SAS scores of the two groups of university leaders are shown in Figure 1.



Note: * $P < 0.05$ compared with the control group.

Figure 1. SAS scores of two groups

Conclusions: The traditional management mode of colleges and universities in China generally emphasizes top-down vertical supervision. Therefore, it is imperative for colleges and universities to transform from institutionalized management activities to institutionalized management activities. Due to the lack of experience and management level of the management, there are many problems in the reform from management to governance in colleges and universities, resulting in the reform is not thorough enough and the management of colleges and universities cannot achieve the expected effect. Therefore, some college leaders have anxiety in the management process. Research on solving the problems existing in the

reform from management to governance of colleges and universities based on educational psychology. The experimental results show that after working for a period of time, the SAS score, SDS score and HADS the score of university leaders in the research group are lower than those in the control group, and the difference is significant ($P < 0.05$). It shows that the application of educational psychology in the reform can deepen the reform, so as to alleviate the anxiety of college leaders and ensure the normal operation of the school.

Acknowledgement: The research is supported by: Subject of Party Construction Research in Universities of Liaoning Province (2021). "Research on the Governance Ability Construction of Party Secretaries in Universities in the New Era"; Key Subject of Party Construction Research in Dalian University of Technology (2020). No.DLUT2020-06.

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TRY TO ANALYZE THE INFLUENCE OF MUSIC PERFORMERS' ANXIETY ON MUSIC PERFORMANCE

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Background: Stage anxiety is a common phenomenon of music performers in performance, which has a great impact on the live performance of music performers. Stage anxiety is stage tension, also known as performance anxiety. When performing in a strange environment and on a strange stage, each music performer will have varying degrees of anxiety. If the anxiety level is moderate and the music performers can make good use of their anxiety psychology, stage anxiety will become the driving force to promote the music performers to perform better. However, if the anxiety is too serious and the musical performer cannot control his anxiety well, it will affect the performance effect of the music performer on the stage and become an obstacle to the progress of the music performer. Stage anxiety will lead to faster heartbeat, heavier breathing, higher blood pressure, weaker control of muscles and vocal cords, forgetting words and scores, performance mistakes, and so on. Therefore, finding a way to alleviate the stage anxiety of music performers is of positive significance to the long-term development of music performers and the promotion of music in our country.

Behavioral psychology originated in the United States in the early 20th century. It is a branch of psychology. Behavioral psychology is a subject that studies the relationship between human behavior and psychological activities. Behavioral psychology holds that human behavior is an active and conscious behavior under the guidance of consciousness. Human consciousness is composed of intention and cognition, which is the result of the interaction of these two factors. Therefore, based on behavioral psychology, this study analyzes the factors leading to the anxiety of music performers and the impact of music performers' anxiety on music performance, and puts forward strategies to reduce the stage anxiety of music performers.

Objective: Stage anxiety is a common phenomenon of music performers in performance, which has a great impact on the live performance of music performers. Based on behavioral psychology, this study analyzes the factors leading to the anxiety of music performers and the impact of the anxiety of music performers on music performance, and puts forward strategies to reduce the stage anxiety of music performers, which is of positive significance to the long-term development of music performers and the promotion of music in China.

Research objects and methods: In an art college, 80 students majoring in music performance were selected as the research objects. The subjects were investigated by Stage Anxiety Questionnaire (SAQ), Life Events Scale (LES), Symptom Checklist-90 (SCL-90) and Cattell's 16 Personality Questionnaire.

Research design: Using the random number table method, 80 students majoring in music performance were randomly divided into research group and control group, with 40 people in each group. The students in the research group used strategies based on behavioral psychology to alleviate stage anxiety, and then performed on stage, the students in the control group used traditional methods, such as deep breathing, to alleviate stage anxiety, and then performed. Record the anxiety level of the two groups of students before and after the performance.

Methods: The relevant data were processed and analyzed by software SPSS23.0.

Results: Before the performance, there was no significant difference in the anxiety degree between the two groups ($P > 0.05$). After the performance, the anxiety degree of the students in the study group was significantly lower than that of the students in the control group ($P < 0.05$). The stage anxiety questionnaire scores of the two groups of students are shown in Table 1.

Table 1. The stage anxiety questionnaire scores of the two groups of students

Timing	SAQ scores		<i>t</i>	<i>P</i>
	Research group	Control group		
Before the performance	11.5±2.3	10.7±3.1	0.304	0.653
After the performance	7.6±2.7	10.5±2.9	6.420	0.000
<i>t</i>	7.371	0.421	-	-
<i>P</i>	0.000	0.681	-	-

Conclusions: When performing in a strange environment and on a strange stage, each music performer will have varying degrees of anxiety. Stage anxiety will lead to faster heartbeat, heavier breathing, higher blood pressure, weaker control of muscles and vocal cords, forgetting words and scores, performance mistakes and so on. Based on behavioral psychology, this study analyzes the factors leading to the anxiety of music performers and the impact of the anxiety of music performers on music performance, and puts forward strategies to reduce the stage anxiety of music performers. The results showed that there was no significant difference in the anxiety level between the two groups before the performance ($P > 0.05$). After the performance, the anxiety level of the study group was significantly lower than that of the control group ($P < 0.05$).

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RESEARCH ON THE SIGNIFICANCE OF COLLEGE MUSIC EDUCATION IN ALLEVIATING COLLEGE STUDENTS' COGNITIVE IMPAIRMENT

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Background: Cognitive impairment is a very serious mental disorder. In psychiatry, the existing studies on cognitive impairment point out that there are great problems in the cognitive ability of patients with cognitive impairment, and it is difficult to be fully alleviated. However, in order to improve the physical and mental health of cognitive impairment and promote the harmonious development of society, there are also a large number of studies on the treatment of cognitive impairment. Many of them believe that music therapy can effectively alleviate the level of cognitive impairment of patients. As an emotional carrier, music contains rich thoughts and cultures. Psychiatry believes that rich cultural thoughts can not only directly affect the cognitive ability of patients with cognitive impairment, but also easier to implement treatment during this period. In the understanding of music, the perception of music by people with cognitive impairment will be quite different from that of ordinary people. In college education, in order to alleviate the cognitive obstacles of students and remove the traditional ideological and political teaching, colleges and universities began to take music teaching as an elective content to alleviate the serious obstacles of students. Music, as the carrier of a variety of ideas, contains extremely rich core cultural content. Therefore, the application of music education to the alleviation of cognitive impairment of college students is of great value. At the same time, it can promote the development of music on the basis of the alleviation of cognitive impairment of patients.

In college music education, the purpose is to increase students' extracurricular learning content and cultivate students' comprehensive quality on the basis of students' professional courses. Therefore, in the traditional teaching of colleges and universities, music education is mostly an elective course to assist students' growth. In the course teaching, teachers' pay less attention to students, so they know little about students' psychological and mental status. At the same time, some studies have pointed out that in college music teaching, due to the small psychological needs of students and the low classroom enthusiasm reflected in music teaching, it leads to the poor teaching effect in college students' music courses, and it also leads to the difficulty of alleviating students' cognitive impairment. In order to solve the above problems, the research puts forward the important practical significance of college music education, obtains the important correlation between college music education and students' growth, and aims to analyze the role of college music education in alleviating students' cognitive impairment, in order to provide theoretical support for the healthy development of college students.

Objective: This paper discusses the current situation of college music education, analyzes the impact of college music education on students' psychological activities, and analyzes the significance of college music education in the alleviation and treatment of college students' cognitive impairment.

Study design: Taking the students of a university as the object, the cognitive impairment of all the

students in the university is counted, so as to analyze the current situation of the students with cognitive impairment in the university. Taking the number of students in music education in colleges and universities as an example, count the number of students with cognitive impairment in recent years and the changes of cognitive ability of students with cognitive impairment, and evaluate the mitigation effect of students with cognitive impairment in music education.

Result: In college music teaching, the statistics of the number of students with cognitive impairment and the changes of cognitive ability are shown in Table 1. Table 1 shows that the number of students with cognitive impairment in music teaching shows a decreasing trend, and the number of patients with severe impairment also gradually decreases, while the number of students with mild cognitive impairment does not increase significantly. Comparing the differences between the results and data, it was found that the number of students with cognitive impairment after music education was significantly different from that before education ($P < 0.05$).

Table 1. Changes in music cognitive impairment of middle school students

Degree of cognitive impairment	Before teaching	After teaching	<i>P</i>
Total number	65	48	<0.05
Light	32	36	<0.05
Moderate	21	9	<0.05
Severe	12	3	<0.05

Conclusions: Alleviating college students' cognitive impairment is a key topic of social concern. Therefore, colleges and universities need to carry out relevant courses that can effectively alleviate students. In college education, music education is proposed to alleviate students' cognitive impairment. In order to explore the effect and significance of music education in the alleviation of college students' cognitive impairment, the students in college music education courses are taken as the research object. The application value of music education to the alleviation of students' cognitive impairment is judged by analyzing the change of the number of students with cognitive impairment and the change of students' cognitive ability. The results show that the number of college students with cognitive impairment is gradually decreasing in the process of receiving music teaching. At the same time, among the students with cognitive impairment, the number of students with severe cognitive impairment has decreased significantly. It can be learned that in higher education, in order to solve the problem of students' cognitive impairment, colleges and universities should carry out more perfect music teaching to expand students' knowledge level, guide students' subjective thoughts, improve students' cognitive impairment level, and also provide corresponding practical materials for the reform and innovation of higher education.

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THE EFFECT OF IDEOLOGICAL AND POLITICAL EDUCATION BASED ON EDUCATIONAL PSYCHOLOGY ON THE CULTIVATION OF COLLEGE STUDENTS' SENSE OF SOCIAL RESPONSIBILITY

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Background: Some students are influenced by some bad thoughts, their value orientation is distorted, their sense of social responsibility is missing, their ideals and beliefs are vague, their mental health level is low, and they are easy to fall into mental anxiety. Anxiety refers to the tension, anxiety, fear and other negative emotions caused by the threat of imminent threat of an individual to something. Many studies have shown that maintaining moderate anxiety can help students concentrate, so that they can study more attentively and hard, and then improve their academic performance. However, when the degree of anxiety is too high and lasts too long, students' physical and mental health will be damaged, students' interest in learning will decline, and even weariness will appear, which will greatly affect students' normal study and life. Therefore, it is necessary to find an appropriate method to help students alleviate anxiety.

In the education system of colleges and universities, ideological and political education plays a role in helping students shape positive, healthy and upward ideals and beliefs, establish a correct outlook on life and values, cultivate students' sense of social responsibility and improve their mental health level. Educational psychology is a psychological theory put forward for teaching reform. It has important

theoretical and practical significance in deepening the reform of education. Educational psychology theory is more complex, including learning theory, learning motivation, learning strategies, learning styles, learning transfer, network and learning, learning and teachers and so on. The main research content of educational psychology is the change and development law of students' psychological activities under the relief of education, including the psychological law of students' mastering knowledge and skills and the psychological law of students' personality formation. The application of educational psychology in teaching can help teachers analyze students' behavior psychology, help students dredge psychological problems, improve the pertinence and effectiveness of teaching work, optimize teaching ideas, and improve teaching methods and teaching modes. The research applies educational psychology to the teaching mode of ideological and political education in order to improve ideological and political education, so as to improve the teaching quality of ideological and political education in colleges and universities, better alleviate students' anxiety, cultivate students' sense of social responsibility, and transport high-quality, high-level and high-ability talents for the society.

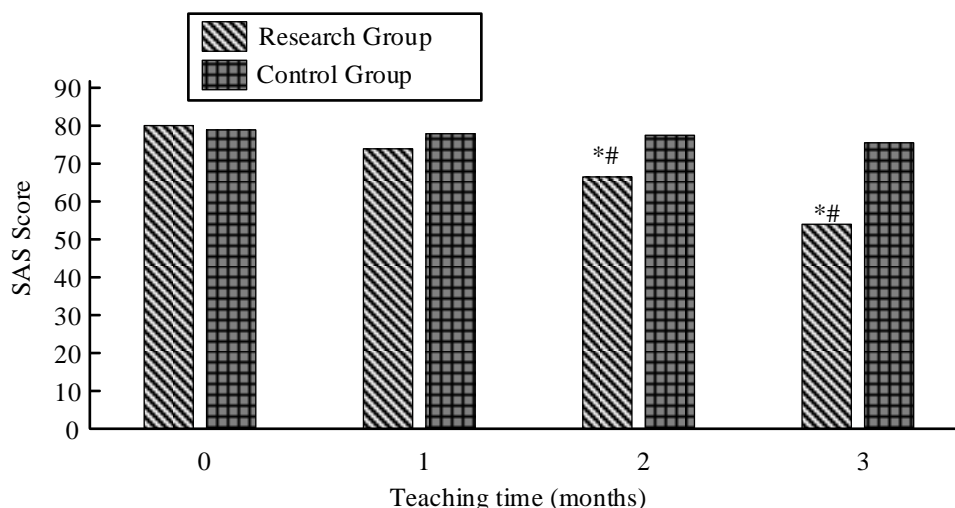
Objective: Some students are affected by some bad thoughts, their value orientation is distorted, their sense of social responsibility is missing, their ideals and beliefs are vague, their mental health level is low, and they are easy to fall into mental anxiety. Based on educational psychology, the research improves the teaching mode of ideological and political education, so as to improve the teaching quality of ideological and political education in colleges and universities, better alleviate students' anxiety and cultivate students' sense of social responsibility.

Research objects and methods: 100 students were selected as the research objects in a university. Self-rating Anxiety Scale (SAS), Hospital Anxiety and Depression Scale (HADS) and SCL-90 are used to evaluate students' anxiety, and the examination results of ideological and political education courses in colleges and universities are used to evaluate the teaching effect.

Research design: Using the random number table method, 100 students were randomly divided into research group and control group, with 50 students in each group. Among them, the students in the research group used the improved college ideological and political teaching mode based on educational psychology to teach. The students in the control group used the traditional ideological and political teaching mode in colleges and universities. After teaching for a period of time, the anxiety levels of the two groups of students were compared.

Methods: The relevant data were processed and analyzed by software SPSS23.0.

Results: Before teaching, there was no significant difference in SAS score, HADS score and SCL-90 score between the two groups ($P > 0.05$). After adopting different ideological and political teaching modes in colleges and universities, the SAS score, HADS score and SCL-90 score of the students in the research group were significantly lower than those in the control group ($P < 0.05$). The changes in SAS scores of the two groups of students are shown in Figure 1.



Note: * $P < 0.05$ compared with that before teaching; # It means that compared with the control group at the same time, $P < 0.05$.

Figure 1. Changes in SAS scores of students in the two groups

Conclusions: Some students are affected by some bad thoughts, their value orientation is distorted, their sense of social responsibility is missing, their ideals and beliefs are vague, their mental health level is low, and they are easy to fall into mental anxiety. In the education system of colleges and universities,

ideological and political education plays a role in helping students shape positive, healthy and upward ideals and beliefs, establish a correct outlook on life and values, cultivate students' sense of social responsibility and improve their mental health level. The research applies educational psychology to the teaching mode of ideological and political education in order to improve the ideological and political education, so as to improve the teaching quality of ideological and political education in colleges and universities, better alleviate students' anxiety, cultivate students' sense of social responsibility, and transport high-quality, high-level and high-ability talents for the society. The results showed that there was no significant difference in SAS score, HADS score and SCL-90 score between the two groups before teaching ($P > 0.05$). After adopting different ideological and political teaching modes in colleges and universities, the SAS score, HADS score and SCL-90 score of the students in the research group were significantly lower than those in the control group ($P < 0.05$).

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THE INFLUENCE OF IMPROVING THE ABILITY OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES ON STUDENTS' SPIRITUAL AND EMOTIONAL ANXIETY UNDER THE MULTIMEDIA ENVIRONMENT

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Background: In college education, we should not only pay attention to the cultivation of college students' academic level, but also pay attention to the cultivation of college students' own psychological quality. College students have high psychological pressure and poor psychological quality, so they are easy to fall into mental anxiety. Anxiety refers to the tension, anxiety, fear and other negative emotions caused by the threat of imminent threat of an individual to something. Many studies have shown that maintaining moderate anxiety can help students concentrate so that they can study more attentively and hard, and then improve their academic performance. However, when the degree of anxiety is too high and lasts too long, students' physical and mental health will be damaged, students' interest in learning will decline, and even weariness will appear, which will greatly affect students' normal study and life. Clinically, researchers have divided anxiety disorders into two types: pathological anxiety and realistic anxiety. The mental anxiety of college students is generally realistic anxiety, which is caused by college students' worries about their studies, achievements, social and work. Finding a suitable way to solve the anxiety of students in the process of learning is of great significance to students' personal development.

Ideological and political education in colleges and universities is an important way to improve students' mental health and alleviate students' anxiety. However, the traditional teaching mode of ideological and political education in colleges and universities is solidified, the teaching content is vague and difficult for students to understand, which leads to its role in alleviating anxiety is not ideal. Educational psychology is a branch of psychology. Its main research direction is the learning effect of students, the effect of teaching intervention, the teaching psychology of teachers and the social psychology of school organization under the educational situation. Educational psychology is to apply psychological theory to education, so as to improve teaching methods, improve students' learning enthusiasm, and help students solve various problems in the process of learning and growth. Educational psychology has important applications in teaching design, teaching mode improvement, promoting students' learning motivation and helping students overcome psychological problems. Through educational psychology, teachers can have a deeper understanding of students, improve the pertinence of teaching, adjust teaching methods and teaching methods, and improve teaching quality. Therefore, based on educational psychology, the research analyzes the psychological changes of students in ideological and political education courses, so as to improve the teaching mode of ideological and political education in colleges and universities, apply multimedia technology to ideological and political education, improve teaching quality and alleviate students' anxiety.

Objective: College students have high psychological pressure and poor psychological quality, so they are easy to fall into mental anxiety. When the degree of anxiety is too high and lasts too long, students' physical and mental health will be damaged, students' interest in learning will decline, and even weariness will appear, which will greatly affect students' normal study and life. The research is based on educational psychology to improve the teaching mode of ideological and political education in colleges and universities, improve the teaching quality and alleviate students' anxiety.

Research objects and methods: 80 students from a university were selected as the research objects,

and the mental health status of students was evaluated by Self-rating Anxiety Scale (SAS), Self-rating Depression Scale (SDS) and Symptom Checklist-90 (SCL-90).

Study design: 80 students were randomly divided into study group and control group, with 40 students in each group. For the students in the research group, the teaching mode of ideological and political education in colleges and universities based on the improvement of educational psychology is adopted. For the students in the control group, the traditional teaching mode of ideological and political education in colleges and universities is adopted. After teaching for a period of time, the mental anxiety levels of the two groups of students were compared.

Methods: The relevant data were processed and analyzed by software SPSS17.0.

Results: After teaching, the degree of anxiety and depression of the students in the study group decreased significantly ($P < 0.05$). The anxiety and depression of the control group had no significant change ($P > 0.05$), and was significantly worse than that of the study group ($P < 0.05$). The anxiety of students is shown in Table 1.

Table 1. Anxiety of two groups of students

Timing	SAS Score		<i>t</i>	<i>P</i>
	Research group	Control group		
Before teaching	71.9±12.3	72.1±13.1	0.403	0.762
After teaching	52.4±9.6	71.7±13.4	8.452	0.001
<i>t</i>	8.943	0.147	-	-
<i>P</i>	0.001	0.652	-	-

Conclusions: In college education, we should not only pay attention to the cultivation of college students' academic level, but also pay attention to the cultivation of college students' own psychological quality. College students have high psychological pressure and poor psychological quality, so they are easy to fall into mental anxiety. When the degree of anxiety is too high and lasts too long, students' physical and mental health will be damaged, students' interest in learning will decline, and even weariness will appear, which will greatly affect students' normal study and life. based on educational psychology, this study analyzes the psychological changes of students in ideological and political education courses, so as to improve the teaching mode of ideological and political education in colleges and universities, improve the teaching quality and alleviate students' anxiety. The results showed that the anxiety and depression of the students in the study group decreased significantly after teaching ($P < 0.05$). The anxiety and depression of the control group had no significant change ($P > 0.05$), and was significantly worse than that of the study group ($P < 0.05$).

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RESEARCH ON URBAN CULTURAL CONSTRUCTION STRATEGY OF PUBLIC MANAGEMENT UNDER COGNITIVE IMPAIRMENT

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Background: Urban culture is the symbol of urban spiritual civilization. The public's evaluation of the city comes from the internal and external cognition of the city. Public management plays an important role in the construction of urban culture and is the basis of the construction of urban culture. In the process of urban cultural construction based on public management, due to many problems in public management, the process of urban cultural construction is slow, and the relevant staff have negative emotions, resulting in psychological diseases such as anxiety, depression and cognitive impairment. Cognition refers to the process that the brain processes the acquired information and skills intelligently. In the process of cognition, it will involve a series of complex social behaviors and activities such as learning, memory, emotion, thinking and so on. When the human cerebral cortex is damaged by various factors, the brain's intelligent processing process will be limited and abnormal, which will lead to cognitive impairment. The learning, memory and life of patients with cognitive impairment will be affected, which reduces the quality of life of patients and is not conducive to the harmonious development of society. Therefore, finding appropriate methods to treat cognitive impairment is of great significance to patients themselves and social development. Therefore, many experts have carried out in-depth research on cognitive impairment.

Social psychology is a branch of psychology, which mainly studies the occurrence and change law of

psychology and behavior of individuals and groups in social interaction, and discusses interpersonal relations at the individual level and social group level, including group communication structure, group norms and so on. In social psychology, it is generally divided into three fields: individual process, interpersonal process and group process. Among them, individual process involves individual attitude, personal perception and self-consciousness, as well as the change law of individual personality development and social development. Interpersonal process is to explore the interpersonal relationship between individuals and the impact of interpersonal relationship on individual psychology. Group process studies individual psychology and behavior law from the perspective of macro environment, including the psychological impact of group and organization on individual and the psychological impact of surrounding environment on individual. Based on social psychology, the research analyzes the psychological change law of urban residents in public management, and then puts forward strategies for urban public management, completes urban cultural construction, and then alleviates the degree of cognitive impairment of staff, which is of great significance to the personal long-term development of staff with cognitive impairment and the construction of a civilized city.

Objective: Due to many problems in public management, the process of urban cultural construction is slow, and relevant staff have negative emotions, which leads to psychological diseases such as anxiety, depression and cognitive impairment. Based on social psychology, the research puts forward strategies for urban public management, completes urban cultural construction, and then alleviates the degree of cognitive impairment of staff, which is of great significance to the personal long-term development of staff with cognitive impairment and the construction of a civilized city.

Subjects and methods: 60 staff with cognitive impairment and engaged in public management were selected as the research subjects. Self-rating Anxiety Scale (SAS) and Self-rating Depression Scale (SDS) were used to evaluate the emotional state of patients. The cognitive impairment of patients was evaluated by the Mini-mental State Examination (MMSE) and the Mental Health (MH) part of the 36-Item Short Form Survey (SF-36).

Study design: The patients were randomly divided into study group and control group, with 30 people in each group. Among them, the staff of the research group used the strategy based on social psychology to carry out public management. The staff in the control group used the original strategy for public management. After a period of time, the degree of cognitive impairment of the two groups was compared.

Methods: Using Excel software and SPSS22.0 software to process and analyze relevant data.

Results: Before treatment, there was no significant difference in MMSE score between the two groups ($P > 0.05$). The MMSE score of the study group was significantly higher than that of the control group ($P < 0.05$), as shown in Table 1.

Table 1. MMSE scores of patients in both groups

Timing	MMSE Score		<i>t</i>	<i>P</i>
	Research group	Control group		
Before working	15.1±4.9	15.3±5.2	0.157	0.721
After working	25.0±2.8	16.2±4.7	6.417	0.001
<i>t</i>	7.263	0.214	-	-
<i>P</i>	0.000	0.635	-	-

Conclusions: China is in a period of rapid social transformation, and people's lifestyle, values, thinking mode and behavior mode are also changing, resulting in the interweaving and intensification of various social problems and contradictions, and the breeding of a large number of social problems. As the fundamental means for the government to solve social problems, manage social contradictions and manage social public affairs, the importance of public management is becoming more and more prominent. In the process of urban cultural construction based on public management, due to many problems in public management, the process of urban cultural construction is slow, and the relevant staff have negative emotions, resulting in psychological diseases such as anxiety, depression and cognitive impairment. Based on social psychology, the research analyzes the psychological change law of urban residents in public management, and then puts forward strategies for urban public management, completes urban cultural construction, and then alleviates the degree of cognitive impairment of staff, which is of great significance to the personal long-term development of staff with cognitive impairment and the construction of a civilized city.

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THE TRANSFORMATION OF LEISURE PHYSICAL EDUCATION TEACHING MODE IN COLLEGES AND UNIVERSITIES BASED ON PSYCHOLOGY

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Background: Leisure sports is a complex subject integrating physical education, leisure and pedagogy. The theoretical knowledge is complex and the learning difficulty is relatively high. The existing leisure physical education teaching mode in colleges and universities is more traditional and lacks corresponding equipment, which leads to unsatisfactory teaching quality and difficulty for students to master the knowledge points. In this case, out of anxiety about their studies and future employment, many students have negative emotions such as fear and worry. If the long-term backlog of negative emotions is not alleviated, students will suffer from psychological diseases such as anxiety and depression. Anxiety is a syndrome characterized by significant and lasting depression. When encountering negative life events such as frustration and stress, many people will have emotional depression and show anxiety symptoms. Moderate anxiety helps students set goals, study hard and have a positive impact. However, anxiety with a long duration and excessive degree will lead to the impairment of students' physical and mental health. In serious cases, it will produce a sense of near-death, loss of control and mental collapse, resulting in a significant decline in students' quality of life, loss of confidence in life, self-injury, suicide and other dangerous behaviors, which not only affect the normal life of students and their families, but also affect the harmony and stability of society. Therefore, we need to find a way to improve the teaching quality of leisure sports and alleviate students' anxiety.

Educational psychology is a psychological theory put forward under the background of teaching reform. It has important theoretical and practical significance in promoting the reform of the education system. In addition, educational psychology is also of great significance to the improvement of educators' psychological quality and teaching methods. Educational psychology contains many related theories, including psychological content, the law of psychological changes of students in the learning process, teachers' analysis and cultivation of students' learning motivation, teachers' transfer and promotion of students' learning, teachers' analysis of the development of students' cognitive ability, teachers' cultivation of students' cognitive understanding, students' memory development, students' knowledge consolidation methods, the formation of students' cognitive strategies, the cultivation of students' problem-solving ability and innovation ability, the cultivation of students' correct self-consciousness, students' group psychology and students' mental health education. Based on educational psychology, this paper analyzes the psychological changes of students in the teaching process, discusses the factors that easily lead to students' anxiety, and puts forward strategies to reform the teaching mode of leisure physical education in colleges and universities, so as to improve the teaching quality and alleviate students' anxiety, which is of positive significance to students' personal development and social harmony and stability.

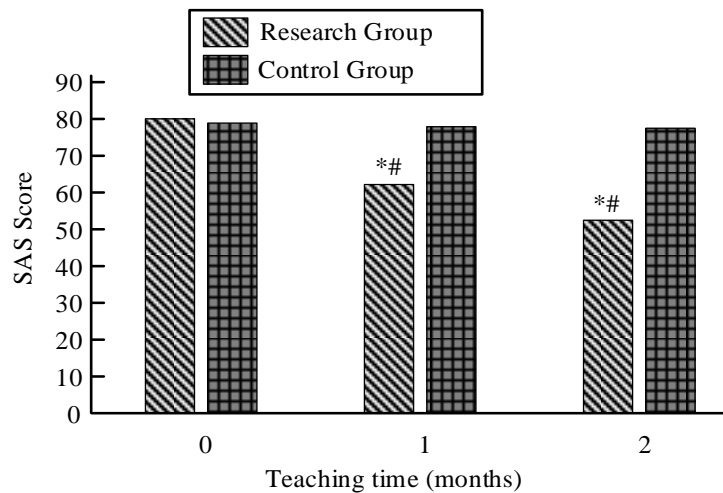
Objective: The existing teaching mode of leisure physical education in colleges and universities is more traditional and lacks corresponding equipment, resulting in unsatisfactory teaching quality and difficult students' mastery of knowledge. Out of anxiety about their studies and future employment, many students suffer from psychological diseases such as anxiety and depression. This paper studies the reform of leisure physical education teaching mode in colleges and universities based on educational psychology in order to improve teaching quality and alleviate students' anxiety.

Research objects and methods: Two classes were randomly selected from the leisure sports major of a university as the research object. Self-rating Anxiety Scale (SAS), Hospital Anxiety and Depression Scale (HADS) and Symptom Checklist-90 (SCL-90) were used to evaluate students' anxiety, and the test results of leisure physical education courses were used to evaluate the teaching effect.

Research design: Randomly select a class to conduct a pilot experiment on the reform of leisure physical education teaching mode in colleges and universities based on educational psychology, and record it as the research group (42 people). The other class adopts the traditional college leisure physical education teaching mode, which is recorded as the control group (45 people). After teaching for a period of time, compare the anxiety level and course performance of the two groups of students.

Methods: The relevant data were processed and analyzed by software SPSS23.0.

Results: Before teaching, there was no significant difference in SAS score, HADS score and SCL-90 score between the two groups ($P > 0.05$). After adopting different ideological and political teaching modes in colleges and universities, the SAS score, HADS score and SCL-90 score of the students in the research group were significantly lower than those in the control group ($P < 0.05$). The changes in SAS scores of the two groups of students are shown in Figure 1.



Note: * $P < 0.05$ compared with that before teaching; # It means that compared with the control group at the same time, $P < 0.05$.

Figure 1. Changes in SAS scores of students in the two groups

Conclusions: Leisure sports are a complex subject integrating physical education, leisure and pedagogy. The theoretical knowledge is complex and the learning difficulty is relatively high. It is also difficult for students to master the knowledge points. In this case, out of anxiety about their studies and future employment, many students have negative emotions such as fear and worry. If the long-term backlog of negative emotions is not alleviated, students will suffer from psychological diseases such as anxiety and depression. Based on educational psychology, this paper analyzes the psychological changes of students in the teaching process, discusses the factors that easily lead to students' anxiety, and puts forward strategies to reform the teaching mode of leisure physical education in colleges and universities. The results showed that there was no significant difference in SAS score, HADS score and SCL-90 score between the two groups before teaching ($P > 0.05$). After adopting different ideological and political teaching modes in colleges and universities, the SAS score, HADS score and SCL-90 score of the students in the research group were significantly lower than those in the control group ($P < 0.05$). It shows that the reform of leisure physical education teaching mode in colleges and universities can improve teaching quality, alleviate students' anxiety, and have positive significance for students' personal development and social harmony and stability.

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RESEARCH AND PRACTICE ON THE EVALUATION AND FEEDBACK MECHANISM OF TEACHING QUALITY IN COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF APPLIED PSYCHOLOGY

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Background: With the rapid development of Internet technology and computer technology, online and offline mixed teaching mode also began to rise, and gradually became one of the mainstream teaching modes. However, due to the virtual and abstract characteristics of online teaching mode, the evaluation of students' learning effect and teaching quality is not objective and accurate. In this case, teachers know about students' learning, and students don't know their learning progress. Out of concern about their studies, many students have anxiety. Anxiety is a kind of negative emotion caused by the inconsistency between expectation and reality, or fear and worry about the imminent threat. In the learning process, due to the fear of poor learning effect and students' self-denial, some students will have a sense of failure and frustration, resulting in students' emotions in a state of tension and fear for a long time, and finally, lead to students' symptoms such as anxiety and depression. Long term excessive anxiety will damage students' physical and mental health, and seriously lead to students' mental loss of control or collapse, personality disintegration, and other consequences, resulting in a significant decline in students' quality of life, loss of

confidence in life, self-injury, suicide and other dangerous behaviors, which not only affects the normal life of students and their families but also affects the harmony and stability of society. Therefore, it is of great significance for students' personal development to build a college teaching quality evaluation and feedback mechanism of online and offline mixed courses to alleviate students' academic anxiety.

Educational psychology is an important part of applied psychology. It is a psychological theory put forward under the background of teaching reform. It has important theoretical and practical significance in promoting the reform of education system. In addition, educational psychology is also of great significance to the improvement of educators' psychological quality and teaching methods. Educational psychology contains many related theories, including psychological content, the law of psychological changes of students in the learning process, teachers' analysis and cultivation of students' learning motivation, teachers' transfer and promotion of students' learning, teachers' analysis of the development of students' cognitive ability, teachers' cultivation of students' cognitive understanding, students' memory development, students' knowledge consolidation methods, the formation of students' cognitive strategies, the cultivation of students' problem-solving ability and innovation ability, the cultivation of students' correct self-consciousness, students' group psychology and students' mental health education. Based on the theory of educational psychology, the research analyzes the law of students' psychological changes in the teaching process, and then selects the evaluation indicators to construct the evaluation and feedback mechanism of college teaching quality of online and offline mixed courses, so as to provide real-time feedback on students' learning progress and learning effect, alleviate students' anxiety and promote the healthy development of students.

Objective: The evaluation of students' learning effect and teaching quality in the online and offline mixed teaching mode is not objective and accurate. Out of concern about their studies, many students have anxiety. Based on the theory of educational psychology, this paper constructs the evaluation and feedback mechanism of college teaching quality of online and offline mixed courses, so as to alleviate students' anxiety and promote students' healthy development.

Research objects and methods: Two classes were randomly selected as the research objects in a university. Self-rating Anxiety Scale (SAS), Hospital Anxiety and Depression Scale (HADS) and Symptom Checklist 90 (SCL-90) were used to evaluate students' anxiety, and the test results were used to evaluate the teaching effect.

Research design: Randomly select a class as the research group (42 people), and use the university teaching quality evaluation and feedback mechanism of online and offline mixed courses based on educational psychology to evaluate the learning effect and progress of students. The other class is recorded as the control group (45 people), which uses the traditional method to evaluate the students' learning effect and progress. After teaching for a period of time, compare the anxiety level and course performance of the two groups of students.

Methods: The relevant data were processed and analyzed by software SPSS23.0.

Results: Before teaching, there was no significant difference in SAS score, HADS score and SCL-90 score between the two groups ($P > 0.05$). After adopting different ideological and political teaching modes in colleges and universities, the SAS score, HADS score and SCL-90 score of the students in the research group were significantly lower than those in the control group ($P < 0.05$). The changes of SDS scores of the two groups are shown in Table 1.

Table 1. Changes in SAS scores of students in the two groups

Timing	SDS score		<i>t</i>	<i>P</i>
	Research group	Control group		
Before teaching	73.4±10.9	72.5±11.3	0.304	0.653
After teaching	46.7±6.2	67.1±10.9	6.420	0.000
<i>t</i>	6.371	0.421	-	-
<i>P</i>	0.000	0.649	-	-

Conclusions: With the rapid development of Internet technology and computer technology, online and offline mixed teaching mode also began to rise, and gradually became one of the mainstream teaching modes. The evaluation of students' learning effect and teaching quality of online and offline mixed teaching mode is not objective and accurate. Out of concern about their studies, many students have anxiety. Based on the theory of educational psychology, the research analyzes the law of students' psychological changes in the teaching process, and then selects the evaluation indicators to construct the evaluation and feedback mechanism of college teaching quality of online and offline mixed courses. The results showed that there was no significant difference in SAS score, HADS score and SCL-90 score between the two groups before

teaching ($P > 0.05$). After adopting different ideological and political teaching modes in colleges and universities, the SAS score, HADS score and SCL-90 score of the students in the research group were significantly lower than those in the control group ($P < 0.05$). It shows that the evaluation and feedback mechanism of college teaching quality of online and offline mixed courses can alleviate students' anxiety and promote students' healthy development.

Acknowledgement: The research is supported by: 2019 University Philosophy and Social Science Research Project: "Study on Evaluation of Online Curriculum Learning Effectiveness Based on Outcome Oriented Concept" (No.2019SJA0116); 2018 University-Level Higher Education Research Topics: "Study on Evaluation of Online Curriculum Learning Effectiveness Based on Outcome Oriented Concept" (No.20181230).

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CONSTRUCTION AND EXPLORATION OF PHYSICAL EDUCATION TEACHING MODEL BASED ON FLIPPED CLASSROOM FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: College students are in a special moment of life, facing academic pressure, work pressure and social pressure, so they are very prone to mental diseases, such as anxiety, depression and so on. Anxiety refers to the tension, anxiety, fear and other negative emotions caused by the threat of imminent threat of an individual to something. Many studies have shown that maintaining moderate anxiety can help students concentrate, so that they can study more attentively and hard, and then improve their academic performance. However, when the degree of anxiety is too high and lasts too long, students' physical and mental health will be damaged, students' interest in learning will decline, and even weariness will appear, which will greatly affect students' normal study and life. The main way for college students to improve their physical and psychological quality is physical education. Through physical exercise, they can improve their psychological quality, so that they can vent their accumulated emotions, and then improve their physical and mental health. There are some defects in the traditional college physical education teaching mode, which affect the quality of physical education teaching, students' interest in learning is not high, and physical education curriculum cannot play its role in improving students' physical and psychological quality, so it needs to be improved.

Flipped classroom is a new teaching mode emerging in the era of big data, which can improve students' autonomy and interest in learning. Educational psychology is a psychological theory put forward under the background of teaching reform. It has important theoretical and practical significance in promoting the reform of education system. In addition, educational psychology is also of great significance to the improvement of educators' psychological quality and teaching methods. Educational psychology contains many related theories, including psychological content, the law of psychological changes of students in the learning process, teachers' analysis and cultivation of students' learning motivation, teachers' transfer and promotion of students' learning, teachers' analysis of the development of students' cognitive ability, teachers' cultivation of students' cognitive understanding, students' memory development, students' knowledge consolidation methods, the formation of students' cognitive strategies, the cultivation of students' problem-solving ability and innovation ability, the cultivation of students' correct self-consciousness, students' group psychology and students' mental health education. Based on the theory of educational psychology, this paper applies the flipped classroom teaching mode to the physical education curriculum teaching, and constructs the physical education curriculum teaching model based on the flipped classroom, so as to improve students' learning interest, improve students' physical and psychological quality, alleviate students' anxiety and enable students to develop in an all-round way.

Objective: There are some defects in the traditional college physical education teaching mode. Physical education curriculum cannot play its role in improving students' physical and psychological quality, so it needs to be improved. Based on the theory of educational psychology, this paper constructs a physical education curriculum teaching model based on the flipped classroom, so as to improve students' learning interest, improve students' physical and psychological quality, alleviate students' anxiety and enable students to develop in an all-round way.

Research objects and methods: 60 students with anxiety disorder were selected from different majors in a university as the research objects. Self-rating Anxiety Scale (SAS) and Hospital Anxiety and Depression

Scale (HADS) were used to evaluate students' anxiety, and the examination results of physical education courses were used to evaluate the teaching effect.

Study design: Students were randomly divided into study group and control group, with 30 people in each group. Among them, the students in the research group used the improved college physical education teaching model based on educational psychology to teach. The students in the control group used the traditional teaching mode of college physical education. After a period of time, the anxiety and test scores of the two groups were compared.

Methods: The relevant data were processed and analyzed by software SPSS23.0.

Results: After two months of teaching, the SAS score and HADS score of students in the study group decreased significantly ($P < 0.05$), and were significantly lower than those in the control group ($P < 0.05$). The degree of anxiety relief in the study group was significantly higher than that in the control group ($P < 0.05$). The degree of anxiety relief of the two groups of students is shown in Table 1.

Table 1. The anxiety of the two groups of students improved

Group	Timing	Degree of anxiety			
		No	Mild	Moderate	Severe
Research group	Before intervention	0	12	10	8
	After intervention	15	10	5	0
Control group	Before intervention	0	13	11	6
	After intervention	2	11	10	7

Conclusions: There are some defects in the traditional college physical education teaching mode, which affect the quality of physical education teaching, students' interest in learning is not high, and physical education curriculum cannot play its role in improving students' physical and psychological quality. Based on the theory of educational psychology, this paper applies the flipped classroom teaching model to the physical education curriculum teaching, and constructs the physical education curriculum teaching model based on the flipped classroom, so as to improve students' learning interest. The results showed that after two months of teaching, the SAS score and HADS score of the students in the study group decreased significantly ($P < 0.05$), and were significantly lower than those in the control group ($P < 0.05$), the degree of anxiety relief in the study group was significantly higher than that in the control group ($P < 0.05$). It shows that the physical education teaching model based on flipped classrooms can improve students' learning interest, improve students' physical and psychological quality, alleviate students' anxiety and enable students to develop in an all-round way.

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THE INFLUENCE OF THE INNOVATIVE DEVELOPMENT OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES ON ALLEVIATING STUDENTS' PSYCHOLOGICAL ANXIETY

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Background: Anxiety is a kind of negative emotion caused by the inconsistency between expectations and reality, or fear and worry about possible threats. In the learning process, due to the fear of poor learning effect and students' self-denial, some students will have a sense of failure and frustration, resulting in students' emotions in a state of tension and fear for a long time, and finally, lead to students' symptoms such as anxiety and depression. Moderate anxiety can help students concentrate so that they can study more attentively and hard, and then improve their academic performance. However, when the degree of anxiety is too high and lasts too long, students' physical and mental health will be damaged, students' interest in learning will decline, and even weariness will appear, which will greatly affect students' normal study and life. Clinically, researchers have divided anxiety disorders into two types: pathological anxiety and realistic anxiety. The mental anxiety of college students is generally realistic anxiety, which is caused by college students' worries about their studies, achievements, social and work. Finding a suitable way to

solve the anxiety of students in the process of learning is of great significance to students' personal development.

In the teaching system of colleges and universities, ideological and political education is the main way to improve students' psychological quality and alleviate students' anxiety. However, the traditional theoretical knowledge of ideological and political education in colleges and universities is more obscure and difficult to understand. Students have little interest in ideological and political education courses, so it is difficult to play its role in improving students' psychological quality. School psychology is a kind of applied psychology and the application of psychology in school education practice. The main research content of school psychology is to scientifically and reasonably evaluate the students' mental health level and the school's psychological education level, improve the teaching mode according to the evaluation results, and carry out psychological intervention on students. School psychology plays a good role in correcting and alleviating students' emotional disorders, personality disorders and other mental diseases. Therefore, the research applies the school psychology theory to the innovation of college ideological and political education curriculum, so as to improve students' learning interest and enthusiasm, so as to give better play to the role of college ideological and political education in alleviating students' anxiety and improving students' mental health level, which is of positive significance to the long-term development of students.

Objective: In the learning process, due to the long-term concern about their studies, students will eventually have symptoms such as anxiety and depression. Based on the theory of school psychology, the research innovates the teaching mode of ideological and political education course in colleges and universities, so as to alleviate students' anxiety and improve students' mental health level.

Research objects and methods: 80 students with different degrees of anxiety disorder were randomly selected as the research objects in a university. Self-rating Anxiety Scale (SAS), Self-rating Depression Scale (SDS) and Symptom Checklist-90 (SCL-90) were used to evaluate students' mental health. Use the examination results of students' ideological and political education courses to evaluate the teaching effect.

Research design: Using the random number table method, 80 students were randomly divided into research group and control group, with 40 people in each group. Among them, the students in the research group used the innovative college ideological and political teaching mode based on school psychology to teach. The students in the control group used the traditional ideological and political teaching mode in colleges and universities. After teaching for a period of time, the anxiety level of the two groups of students and the examination results of ideological and political education courses were compared.

Methods: The relevant data were processed and analyzed by software SPSS22.0.

Results: After teaching, the degree of anxiety and depression of the students in the study group decreased significantly ($P < 0.05$); The anxiety and depression of the control group had no significant change ($P > 0.05$), and was significantly worse than that of the study group ($P < 0.05$). The changes in depression in the two groups are shown in Table 1.

Table 1. Changes of depression in two groups of students

Timing	SDS Score		<i>t</i>	<i>P</i>
	Research group	Control group		
Before teaching	71.9±12.3	72.1±13.1	0.403	0.762
After teaching	52.4±9.6	71.7±13.4	8.452	0.001
<i>t</i>	8.943	0.147	-	-
<i>P</i>	0.001	0.652	-	-

Conclusions: In the learning process, due to the fear of poor learning effect and students' self-denial, some students will have a sense of failure and frustration, resulting in students' emotions in a state of tension and fear for a long time, and finally lead to students' symptoms such as anxiety and depression. This paper applies the theory of school psychology to the innovation of ideological and political education curriculum in colleges and universities, so as to improve students' learning interest and enthusiasm. The results showed that the degree of anxiety and depression of the students in the study group decreased significantly after teaching ($P < 0.05$). The anxiety and depression of the control group had no significant change ($P > 0.05$), and was significantly worse than that of the study group ($P < 0.05$). To sum up, the improvement of college ideological and political teaching mode based on school psychology can effectively improve students' learning interest and enthusiasm, so as to give better play to the role of college ideological and political education in alleviating students' anxiety and improving students' mental health level, which is of positive significance to the long-term development of students.

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THE INFLUENCE OF RADIO, FILM AND TELEVISION EDITING AND DIRECTING MAJOR ON COLLEGE STUDENTS' THINKING, EMOTION AND COGNITIVE IMPAIRMENT UNDER THE MULTICULTURAL BACKGROUND

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Background: The individual's cognitive process of knowledge is to receive, process and use the external input information. The individual realizes the internal processing of the received information through the coding, operation and storage of external things or information, so as to complete the cognitive process of external things and knowledge. When the cerebral cortex of the human body is damaged, individuals may have cognitive impairment, such as memory, understanding, perception, reflecting profit and other cognitive functions. Thinking cognitive impairment is a manifestation of human cognitive impairment. When individuals have thinking emotional cognitive impairment, their shallow negative automatic thoughts and deep dysfunctional assumptions have obstacles, which affect the individual's cognitive function of emotion and thinking. The emergence of cognitive impairment of thinking and emotion breaks the cognitive schema and structure established by individuals from childhood, making it difficult for individuals to recall old information with the help of cognitive structure, so as to misjudge thinking and emotion.

With the advancement of globalization, the increasing complexity of human society and the acceleration of the development of information technology, the world culture presents the characteristics of diversification, and the renewal and transformation speed of world culture also shows an upward trend. In the new situation of the changing world, various national cultures are facing different opportunities and challenges, forming a multicultural world situation under the background of the complex social environment. Different national cultures have their own local national characteristics. The development of film and television communication under the multicultural background has important training significance for college students' aesthetic consciousness, and can improve students' sensitivity to multiple information and emotional culture. In the context of the multi-cultural world, the teaching of radio, film and television editing and directing for college students can effectively improve the aesthetic interest consciousness of professional students, and has important therapeutic value for students' thinking, emotion and cognitive impairment.

Objective: To study and analyze the background of multicultural development in the world, to explore the therapeutic effect of radio, film and television editing and directing teaching on college students with emotional thinking and cognitive impairment, and to analyze the aesthetic consciousness cultivation mechanism behind the radio, film and television editing and directing teaching by excavating the correlation between radio, film and television editing and directing teaching and the cultivation of students' aesthetic consciousness, to provide a reference for the thinking, emotion and cognitive impairment of therapeutic college students.

Research design: The research adopts the method of correlation analysis to explore the relationship between the teaching of radio, film and television editing and directing major and the treatment of college students with emotional thinking and cognitive impairment. The regression analysis is used to study the relationship between the teaching of radio, film and television editing and directing major and the aesthetic consciousness and emotional sensitivity of college students, so as to provide a reference for the treatment of college students' thinking and emotional cognitive impairment. The research makes regression analysis on the relationship between independent variables and dependent variables, estimates the conditional expectation of dependent variables by giving independent variables, and realizes the exploration of the correlation between independent variables and dependent variables. The study also used the experimental method to analyze the therapeutic effect of radio, film and television editing and directing professional teaching on college students' thinking and emotional cognitive impairment. 50 college students with thinking and emotional cognitive impairment were taught radio, film and television editing and directing professional teaching, twice a week, with two hours of professional knowledge and practice. This paper compares the cognitive impairment of thinking and emotion of the research objects before and after the experiment, and discusses the significance of the teaching of radio, film and television editing and directing specialty in colleges and universities in the treatment of college students' thinking and emotion disorder.

Results: The investigation results of the role of the teaching of radio, film and television editing and directing in colleges and universities on the cultivation of students' aesthetic consciousness are shown in Table 1. College students have a high degree of recognition for the teaching of radio, film and television editing and directing in colleges and universities on the cultivation of students' aesthetic consciousness. It is generally believed that the teaching of radio, film and television editing and directing in colleges and

universities can help students in art appreciation, product production the aesthetic consciousness of copywriting should be cultivated from three aspects.

Table 1. The effect of radio, film and television editing and directing teaching on the cultivation of students' aesthetic consciousness

Survey object	Freshman	Sophomore	Junior	Senior
Art appreciation	4	3	4	4
Product production	3	3	3	4
Copywriting	3	4	4	3

Conclusions: Taking the world's multiculturalism as the background, this paper analyzes the therapeutic effect of the teaching of radio, film and television editing and directing major in colleges and universities on the cognitive impairment of college students' thinking and emotion. The experimental results show that the teaching of radio, film and television editing and directing major in colleges and universities can cultivate college students' aesthetic consciousness and improve their perceptual sensitivity to a variety of thinking and emotions, it can effectively treat the thinking, emotion and cognitive impairment of college students. The teaching of radio, film and television editing and directing major in colleges and universities cultivate the aesthetic consciousness of students in audio-visual art appreciation, film and television work production and radio, film and television copywriting creation, improves the aesthetic interest and cultural connotation of college students, and has important practical significance for the treatment of college students' thinking, emotion and cognitive impairment.

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THE INTEGRATION OF PSYCHOLOGY AND ART APPRECIATION IN AESTHETIC EDUCATION IN COLLEGES AND UNIVERSITIES

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Background: With the advancement of social process, the social development situation puts forward higher requirements for college education, requiring college students to achieve all-round comprehensive development. Art appreciation is an important part of college students' quality education. Through the form of art appreciation, we can improve college students' aesthetic interest and consciousness, and help college students improve their artistic literacy and ability. Under the traditional teaching mode, college education pays less attention to art appreciation and the cultivation of students' aesthetic consciousness, and art appreciation plays an important role in the curriculum system of colleges and universities. The traditional teaching system structure of colleges and universities has been difficult to keep pace with the development of the times and cannot meet the needs of the all-round development of college students. Colleges and universities are required to optimize and adjust their curriculum system, realize the innovation and reform of efficient teaching mode, change the backward concept of knowledge uniqueness under the traditional teaching mode, and promote the all-round quality development of college students.

The theory of effective psychology is introduced into aesthetic education in colleges and universities, which organically integrates psychology and art appreciation, promotes the development of aesthetic education in colleges and universities, and improves the aesthetic consciousness of college students. Effectiveness psychology insists on effective teaching based on students' personality psychology to promote the formation and promotion of students' humanistic consciousness. In the course teaching of colleges and universities, through the form of art appreciation, college students can not only obtain the same aesthetic experience as others, but also produce their own personality psychology and establish an aesthetic mechanism with personal style. And effectiveness psychology emphasizes the guidance and understanding of students, and takes students' ability as the starting point to strengthen students' understanding and perception of the artistic visual image. Effectiveness psychology also pays attention to students' personal emotions, and requires teachers to create a good art learning atmosphere for students in the teaching process and keep students in a natural and harmonious state of pleasure.

Objective: To analyze the coordinated development of effective psychology and art appreciation, explore the integration path of psychological theory and art appreciation in the aesthetic education of

college students, and analyze the organic integration mode of psychology and art appreciation, so as to provide help for improving the aesthetic consciousness and interest of college students and the quality of aesthetic consciousness education of college students.

Research design: The research uses Delphi method to analyze the integration characteristics between psychological theory and college students' art appreciation, study the integration characteristics between effective psychology and college students' art appreciation through three rounds of expert consultation, and obtain experts' opinions on the basic connection between effective psychology and college students' art appreciation in the first round of consultation, on this basis, it constructs the integrated development system of effectiveness psychology theory and college students' art appreciation. And then through two rounds of consultation, the integrated development system is preliminarily revised and adjusted, and finally, the integrated development system is scored by experts. Starting from the four dimensions of college students' personality psychology, humanistic quality, appreciation ability and emotional perception, and based on the analysis of the integration characteristics of effectiveness psychology and college students' art appreciation, the research constructs the integration development system of effectiveness psychology theory and college students' art appreciation, and puts forward the organic integration strategy and path of psychology and art appreciation.

Results: The expert consultation results of the integration of effectiveness psychology and college students' art appreciation are shown in Table 1. The combination of effectiveness psychology and college students' art appreciation improves college students' aesthetic consciousness and interest and helps college students establish a good aesthetic mechanism from the perspective of students' personality psychology, humanistic quality, appreciation ability, and emotional perception.

Table 1. Expert consultation results on the integration of effectiveness psychology and college students' art appreciation

Survey object	Expert 1	Expert 2	Expert 3	Expert 4
Personality psychology	3	3	4	4
Humanistic quality	4	3	3	4
Appreciation ability	3	4	4	3
Emotional perception	2	3	3	2

Conclusions: In the aesthetic education of college students, we should organically integrate psychological theory and art appreciation, start from the students' personalized psychological performance, take into account the students' self-characteristic performance, give full play to the students' unique thinking and creative ability, and improve the students' humanistic quality. Combining effective psychology with art appreciation in colleges and universities, starting from students' observation ability and appreciation ability, this paper guides and understands students' art aesthetics, analyzes students' psychological change characteristics in art appreciation activities from the perspective of psychology, and helps students strengthen their perception ability and aesthetic understanding ability of art visual image. Based on the theory of effective psychology, art appreciation teaching is carried out for college students, so that college students can maintain a good mood in the learning process, promote the cultivation of college students' aesthetic consciousness and enhance their learning enthusiasm for art appreciation courses with the help of high learning efficiency in a pleasant state.

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THE GUIDING ROLE OF MARXIST THEORY IN IDEOLOGICAL AND POLITICAL CURRICULUM UNDER THE OBSTACLE OF CONSCIOUSNESS

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Background: The formation and development of self-consciousness is an important factor in individual psychological development. The growth of self-consciousness is of great significance to the mental health development of college students. The university stage is an important development stage for the formation and maturity of individual thinking and logical concepts. College students' self-consciousness has not been fully formed and are experiencing the struggle process before self-integration. The formation and

development process of individual self-consciousness has strong instability, so the university stage is a high-frequency period of individual mental health problems, and college students are prone to self-consciousness obstacles. College students' self-consciousness disorder is manifested in excessive self-acceptance and self-esteem. Students with self-consciousness disorder often show the characteristics of conceit or vanity. Students with self-awareness disorder also show excessive self-centeredness, focus too much on themselves, and show a selfish attitude in daily life and interpersonal communication. Excessive independence and obedience are also manifestations of college students' self-consciousness obstacles. Some college students have unclear self-awareness, excessive pursuit of personality development, and strong rebellious consciousness. Some college students are influenced by herd psychology, blindly pursue synchronization with the group, and completely ignore the importance of self-consciousness in personality development.

Marxist theory course is an important channel for college students to carry out ideological and political education. Marxist theory course teaches Marxist theoretical knowledge and promotes college students to establish a scientific and reasonable outlook on life, values, and world outlook through ideological and political education. Through the transmission of ideals and beliefs of socialism and communism, Marxist theory course internalizes Marxist theoretical knowledge into students' ideals and concepts, and trains qualified socialist successors for the development and construction of the country and the party. We should fully realize the guiding role of Marxist theory course on students' ideological and political quality, use Marxist theory teaching to improve college students' self-consciousness obstacles, and cultivate college students' noble personality and moral quality.

Objective: To analyze the content of Marxist theory course in ideological and political education in colleges and universities, explore the guiding role of Marxist theory course in ideological and political education in colleges and universities, and understand the important value of Marxist theory course to the mental health development of college students. The research analyzes and understands the ideological and political education function of Marxist theory curriculum, excavates the positive role of Marxist theory curriculum in college students' mental health intervention, and discusses the application effect of Marxist theory curriculum in the treatment of college students' self-consciousness disorder, hoping to provide help for improving college students' ideological and political consciousness, put forward a new treatment scheme for college students' self-consciousness disorder.

Research design: The research adopts the evaluation method of artificial neural network to explore the treatment effect of Marxist theory course on college students' self-consciousness disorder, constructs the teaching model of Marxist theory course combined with RBF neural network, and makes use of the advantages of artificial neural network in information mining and in-depth learning, solve the intervention and guidance effect of Marxist theory curriculum on students with different characteristics of consciousness obstacles, and analyze the role of Marxist theory curriculum on students' consciousness obstacles. This paper uses RBF neural network to analyze the psychological guidance effect of Marxist theory course on college students with the characteristics of conceit, excessive self-esteem, self-centered, excessive independence and excessive easygoing, and compares the degree of consciousness disorder of students with different characteristics of consciousness disorder after completing the learning of Marxist theory course, analyze the intervention and guidance effect of Marxist theory course on students with different characteristics of consciousness disorders. Based on the evaluation results of the neural network, this paper discusses the new treatment scheme for students with consciousness disorder, so as to provide help for alleviating the consciousness disorder of college students.

Results: The scoring results of the treatment effect of Marxist theory course on students' self-consciousness disorder are shown in Table 1. The treatment effect scores of Marxist theory courses on students' self-consciousness disorder at different levels are high.

Table 1. Scoring results of the therapeutic effect of Marxist theory course on students' self-consciousness disorder

Survey object	Freshman	Sophomore	Junior	Senior
Overweening	4	4	3	4
Excessive self-esteem	4	4	4	3
Self-centered	3	3	3	4
Excessive independence	3	4	3	3
Too easygoing	4	3	4	3

Conclusions: Based on the Marxist theory course, the ideological and political education for college students can effectively intervene the mental health problems of college students, guide college students

to establish a healthy and positive outlook on life, values and world outlook, and treat the obstacles of college students' self-consciousness.

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THE PATH OF INTEGRATING IDEOLOGICAL AND POLITICAL EDUCATION INTO TEACHING REFORM PRACTICE IN COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF COGNITIVE IMPAIRMENT

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Background: Individual cognition involves many abilities, such as memory ability, judgment ability, thinking ability, perception ability and so on. Individual cognitive process is to encode, extract and utilize external things and input information. Individual cognitive function is a high-level activity of the cerebral cortex. When the human cerebral cortex is damaged, it may lead to specific cognitive impairment. The emergence of cognitive impairment often involves a variety of cognitive impairment. Patients with cognitive impairment have obstacles in many aspects, such as attention, memory, abstraction, computing power and so on. Generally, there is rarely a single state of impaired ability. When students have a cognitive impairment, their learning ability will inevitably decline. Teachers are required to reform the teaching model to adapt to the learning characteristics and laws of students with cognitive impairment.

Guided by the goal of all-round education, the ideological and political concept of the curriculum combines the teaching of professional knowledge and value guidance in colleges and universities. By combining the ideological and political education in colleges and universities with the curriculum, it enhances students' political identity and cultural self-confidence, and helps students establish a good civic personality. In recent years, the government and colleges and universities have paid more and more attention to the ideological and political education of college students. Many colleges and universities have introduced the curriculum ideological and political concept into professional teaching, integrated the ideological and political education into the teaching of professional courses, and formed a benign development track of ideological and political education and professional knowledge learning. The introduction of the ideological and political concept of the curriculum solves the problem that the traditional teaching mode takes professional knowledge as the only learning goal, puts the ideological and political education and professional knowledge of college students at the same height, and promotes the all-round development of college students.

Objective: To study the integration of ideological and political ideas of college courses and professional courses, promote the development of professional teaching reform practice in colleges and universities, excavate the ideological and political education resources of college students contained in professional courses and teaching modes through the coordinated development of explicit education and implicit education, and promote the establishment of the education mode of all-round development of college students' comprehensive quality. The research analyzes the ideological and political ideas of college curriculum at different levels, and integrates the ideological and political ideas of college curriculum with the practice of teaching reform, hoping to provide reference for solving the cognitive impairment of college students and improve the mental health level and cognitive learning ability of college students.

Research design: Based on the evaluation report on the implementation of college teaching reform in a city in 2021, the research obtains the statistical data of college teaching reform evaluation from the evaluation report, understands the implementation of college curriculum ideological and political ideas, and discusses the effect of the combination of college curriculum ideological and political ideas and college professional teaching. Combined with the data of the evaluation report, this paper analyzes the development status of the reform of professional teaching mode in colleges and universities, collects the problems existing in the integration of ideological and political education into teaching reform practice, and puts forward the implementation path of the integration of ideological and political education into teaching reform practice. The study also used the way of comparative experiment to understand the effect of the combination of college curriculum ideological and political ideas and professional teaching on the treatment of college students' cognitive impairment. Fifty college students with cognitive impairment were divided into experimental group, traditional teaching group and preliminary integration group. The students in the experimental group were taught by a new teaching mode combining college curriculum ideological

and political ideas with professional teaching, while the students in the traditional teaching group were taught by the traditional teaching mode, The preliminary integration group uses the existing ideological and political concept of the curriculum and the preliminary integration mode of professional teaching in colleges and universities to teach. The implementation time of the experiment is one semester. In the process of the experiment, the research object has six professional learning hours per week, and both of them study two professional knowledge courses. By comparing the mental health level and curriculum professional achievements of students in the experimental group and the control group, this paper discusses the therapeutic effect of the combination of college curriculum ideological and political ideas and professional teaching on college students with cognitive impairment.

Results: The evaluation statistical results of the students in the experimental group on the new professional teaching mode after the experiment are shown in Table 1. The students in the experimental group have high satisfaction scores on the teaching concept, teaching method, teaching content and teaching evaluation of the new professional teaching mode.

Table 1. The evaluation and statistical results of the students in the experimental group on the new professional teaching model after the experiment

Survey object	Experience group
Teaching philosophy	3
Teaching methods	4
Content of courses	3
Teaching evaluation	4

Conclusions: Apply the curriculum ideological and political concept to the teaching reform of professional courses in colleges and universities, integrate the ideological and political education of college students on the basis of following the characteristics of professional courses, cultivate college students' professional knowledge and skills through different teaching methods, guide college students to improve their ideological and political consciousness, and promote the all-round development of college students' psychology and professional skills. Using the organic integration of college curriculum ideological and political ideas and professional teaching reform to promote the improvement of college education quality can effectively help college students with cognitive impairment improve their mental health quality and professional level, which has important practical significance to alleviate the problem of college students' cognitive impairment.

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THE INFLUENCE OF THE INNOVATIVE DEVELOPMENT OF COLLEGE STUDENTS' IDEOLOGICAL AND POLITICAL EDUCATION ON ALLEVIATING STUDENTS' ANXIETY

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Background: Psychological anxiety refers to a kind of fear and anxiety when an individual faces unsolvable difficulties or insurmountable obstacles. With the advancement of social process, social competition is becoming increasingly fierce, and people's life pressure is gradually increasing. In such a fast-paced life, college students bear the pressure from academic burden, interpersonal communication and other aspects, and are easy to fall into tension and anxiety. Appropriate anxiety can promote the study and life of college students, but some college students do not know enough about their mental health problems and do not take corresponding countermeasures in time, which makes them in a high state of anxiety for a long time and seriously reduces the quality of life. Therefore, it is necessary to strengthen the ideological and political education of college students, through the means of ideological and political education and psychological intervention, help college students eliminate psychological crisis and promote the comprehensive development of college students' physical and mental health.

Ideological and political education helps college students improve their ideological and political awareness by intervening in their ideological concepts, and promotes college students to learn to look at things in life from a dialectical perspective. Under the guidance of Marxist philosophy theory, ideological and political education adjusts their own pace of study and life, and improves the ideological level of college students. With the advent of the new media era, the development of networked information

technology has opened up a new development path for the ideological and political education of college students. Colleges and universities are required to establish a new innovative teaching mode of ideological and political education of college students, break the tradition, and deeply excavate the value significance of ideological and political education of college students to improve the level of mental health of college students. College students' enthusiasm and enthusiasm for ideological and political education.

Objective: To analyze the current situation of college students' ideological and political education under the new social situation, understand the problems existing in the traditional mode of college students' ideological and political education, and explore the innovative development path of college students' ideological and political education. Starting from the development mode of college students' ideological and political education under the new media environment, this study analyzes the impact of the innovative development of college students' ideological and political education on alleviating college students' anxiety, and analyzes the application value of college students' ideological and political education on improving college students' mental health level, hoping to provide reference for alleviating college students' anxiety.

Research design: Based on the general survey of college students' mental health level in 2021, this study obtains the relevant statistical data of college students' mental health quality, analyzes the current situation of college students' psychological anxiety, and understands the source and degree of college students' psychological anxiety. This study uses the artificial neural network evaluation method to analyze the impact of the innovative development of college students' ideological and political education on alleviating college students' anxiety, uses BP neural network to construct the innovative development model of college students' ideological and political education, and takes the psychological anxiety data of college students in the census data as the input variable of the model, to analyze the therapeutic effect of the innovative development of college students' ideological and political education in alleviating college students' psychological anxiety.

Results: The statistical analysis results of the sources of anxiety of contemporary college students are shown in Table 1. The psychological anxiety of contemporary college students mainly comes from the nervous state of college students on academic performance, interpersonal communication and employment development. Some college students are difficult to adapt to the university learning mode and have poor initiative and enthusiasm for learning, resulting in academic performance anxiety. Some college students are afraid of interpersonal communication in daily life and future employment development, afraid of contact with people and confused about future development.

Table 1. Statistical analysis of the sources of anxiety of contemporary college students

Survey object	Freshman	Sophomore	Junior	Senior
Academic	4	3	3	4
Social	3	4	3	3
Obtain employment	3	3	4	4

Conclusions: To carry out the ideological and political education of college students, we should take the reality of college students' life and study as the basis, have an in-depth conversation with college students with psychological problems, help college students with psychological anxiety solve their mental health problems, deal with specific things in life, and improve their mental health level. Mental health education is an important part of college students' ideological and political education. Colleges and universities should pay attention to the mental health education of college students, analyze the laws and characteristics of college students' physical and mental development, establish the training mechanism of college students' mental health development on this basis, and formulate a scientific and reasonable mental health education plan for college students. Moreover, colleges and universities should establish a sound ideological and political education system and mental health education mechanism, and do a good job in the allocation of resources for ideological and political education and mental health education, so as to provide a good environmental atmosphere for alleviating college students' anxiety.

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THE INFLUENCE OF COLOR APPLICATION ON PSYCHOLOGY IN CHINESE ANTIQUE INTERIOR DESIGN

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Background: Color psychology is an interdisciplinary subject of art and psychology that studies the various elements of color and their impact on human psychology when combined with objective objects. Because in the evolution of human species, various types of colors in the environment often represent different things and meanings. For example, the main color at night is black, which is the main rest time of human beings and will make human beings feel calm. The relationship between color and the psychology of objective things is abstracted, engraved into the human brain, and preserved through heredity, which still affects us today.

Interior design is to serve people. In the design process, we should comprehensively consider the impact of relevant factors on people's psychology, and color is an element that will significantly affect residents' psychology. Color is an objective thing. It affects people's psychology by combining with the walls, furniture and other parts of the indoor space. For example, the restaurant takes warm colors such as orange as the main color, which can increase the appetite of diners and speed up their dining speed. The swimming pool takes blue as the main color, which is easy to produce a quiet and pleasant psychological feeling. The coffee shop decorates the environment with brown as the background color, which can make people feel comfortable. The ancient-style interior design schools in China have played an irreplaceable role in inheriting and protecting Chinese architectural culture. However, the color selection of ancient style interior design in China is mostly red and black, and the spatial layout is relatively rigid, which is easy to cause aesthetic fatigue, which is not conducive to its promotion. Therefore, this study attempts to apply the principles and methods of color psychology to Chinese antique interior design, hoping to improve the attraction of this design style to modern residents.

Objective: To analyze the types and characteristics of Chinese antique interior design, and then design experiments to verify the impact of integrating the knowledge of color psychology into Chinese antique interior design on the psychology of residents.

Objects and methods: Collect a large number of literatures on color psychology and Chinese antique interior design published in recent years, and put forward some methods that may help to improve the effect of Chinese antique interior design. Then a decoration experiment is designed. The experimental subjects are 20 heads of households with their own houses randomly selected from China. They are divided into experimental group and control group, with 10 families in each group. The permanent rooms of the two groups are decorated with Chinese antique interior design, but the decoration of the experimental group is integrated with the above-mentioned color psychology method, adjust and combine the colors of room elements, while the decoration process of the control group does not need to consider color psychology. In addition, before and after the experiment, SCL-90 (Symptom Checklist-90) survey should be conducted for all heads of households to understand the psychological changes of heads of households before and after decoration. After the experiment, one-on-one interviews were conducted with the heads of households in the experimental group in order to understand their psychological feelings about decoration.

Results: The characteristics of all measurement types in the study were displayed by means of mean \pm standard deviation, and *t*-test was conducted. The significance level of difference was set to 0.05. After the experiment, the SCL-90 score data of the two groups of heads of households were counted to get Table 1.

Table 1. Statistical results of SCL-90 scores of two groups of household heads after the experiment

Project	Experimental group (n=10)	Control group (n=10)	<i>t</i>	<i>P</i>
Somatization	1.31 \pm 0.62	1.32 \pm 0.76	1.145	2.843
Obsession	1.27 \pm 0.55	1.45 \pm 0.58	0.515	0.024
Susceptibility	1.26 \pm 0.58	1.24 \pm 0.49	0.641	1.142
Depressed	1.32 \pm 0.80	1.62 \pm 0.65	0.362	0.008
Anxious	1.24 \pm 0.41	1.53 \pm 0.43	0.569	0.027
Hostile	1.45 \pm 0.46	1.44 \pm 0.62	3.121	0.447
Terror	1.48 \pm 0.48	1.46 \pm 0.54	0.914	3.850
Paranoid	1.49 \pm 0.61	1.48 \pm 0.74	1.028	1.841
Psychotic	1.33 \pm 0.43	1.31 \pm 0.45	0.328	5.233

It can be seen from Table 1 that after the experiment, the *t*-test *p* value of the average score data of the two groups of heads of households on the six symptom factors of somatization, sensitivity, terror, hostility, paranoia and psychosis of SCL-90 is greater than the significance level of 0.05, so it is considered that the data difference is not significant. The average scores of obsessive-compulsive disorder, depression and anxiety in the experimental group were 1.27, 1.32 and 1.24 respectively, while those in the control group were 1.45, 1.62 and 1.53 respectively. The former was significantly lower than the latter, and the data

difference was significant.

Conclusions: With the rapid development of China's economy, the people's aesthetic demand for the living environment is higher and higher. The Chinese ancient style interior design integrates the elements of China's ancient architectural culture and can meet the psychological needs of some residents for the aesthetic of the living environment to a certain extent. However, modern aesthetic psychology is not considered enough in Chinese antique interior design. In particular, red, brown and black are widely used as the main colors in Chinese antique interior design, which greatly limits the development and promotion of this genre. Therefore, this study designs a decoration experiment of Chinese antique interior design. The experimental results show that, some negative psychological performances of residents in the experimental group considering the psychological impact of color on residents were improved. The experiment shows that in the process of Chinese ancient style interior design, considering the color psychology to reasonably match the environmental color is helpful to improve the mental health level of residents.

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THE INFLUENCE OF CUSTOMER FIT OF AFFECTIVE DISORDER CONSUMERS ON VALUE CO CREATION BEHAVIOR IN SOCIAL NETWORK

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Background: Affective disorder refers to a psychological disease that cannot control one's emotional expression by virtue of self-consciousness. Its main causes include family heredity, negative personality and social experience. The main symptoms of the affective disorder include running away, slow thinking, psychomotor excitement or inhibition, manic state and depression. The manifestations of these symptoms are abnormal high mood and abnormal low mood.

Customer fit refers to a psychological state in which the cognition, emotion and behavior of the brand will be driven by some motivation and change with the situation in the interaction between customers and product brands. From the perspective of behavior, customer fit can also be understood as the non-transactional behavior or performance of customers towards the enterprise or brand driven by some motivation (these behaviors mainly include word-of-mouth, recommendation, helping others, comments, etc.). Value co-creation is the theory that the value of goods and services is created by the providers and consumers of goods or services. With the development of China's market economy, the competition among enterprises is becoming more and more fierce. Making more customers in a state of value fit and carrying out value co-creation for the company will help to improve the long-term profitability and customer loyalty of enterprises. However, for consumers with emotional disorders, their value co-creation in social networks and the effect of enterprise product marketing behavior may be restrained or even become negative due to inappropriate emotional expression in communication. Therefore, it is necessary to study the customer fit state and value co-creation behavior of affective disorder consumers in social networks.

Objective: To explore the impact of the characteristics, types and value co-creation behavior of emotional barrier consumers on enterprises in social networks, so as to provide some references for improving the level of relationship marketing, word-of-mouth marketing and customer value co-creation of Chinese enterprises.

Objects and methods: To study the academic literature and books published in China in recent years on emotional disorders, customer fit and consumer business value co-creation, and put forward some main clinical manifestations of emotional disorders in the current population and typical behaviors of enterprise value co-creation and customer fit in the background of social network. 47 experts and scholars from affective disorder and marketing, enterprise management and other fields were invited to form an expert group in China to send the sorted information to them and ask them to give the impact of these affective disorder symptoms of consumers with affective disorder on various listed typical behaviors. The impact degree is divided into five levels: no impact, slight impact, general impact, obvious impact and full impact. In order to facilitate quantitative statistics, the five impact degree levels are given the numbers 1, 2, 3, 4 and 5 in turn.

Results: After the expert group reached an agreement, they sorted out and counted their views on the research problems, as shown in Table 1, the quantitative score of impact grade is quantitative data, which is described in the form of mean ± standard deviation.

Table 1. Expert group’s evaluation on the impact of symptoms on typical behaviors of consumers with affective disorder

Affective disorder symptoms	Participate in product design	Product recommendation	Product usage review	Online marketing
Thinking run	3.20±2.15	2.21±0.18	1.36±0.24	1.73±0.42
Slow thinking	4.62±0.33	4.25±0.15	2.14±0.46	1.87±0.53
Manic	4.75±0.16	4.80±0.67	3.74±0.25	3.09±0.74
Depressed	3.86±0.24	4.31±0.37	3.63±0.58	2.89±0.38

It can be seen from Table 1 that the expert group believes that the impact of various affective disorder symptoms on consumer value co-creation and marketing behavior is different. Specifically, the impact of thinking retardation and manic symptoms on consumer value co-creation and marketing behavior is relatively similar, both of which have an overall impact on “participating in product design” and “product recommendation” that exceeds the level of “significant impact”. Thinking Bentley has the greatest impact on the behavior of “participating in product design”, and depressive symptoms have the greatest impact on the behavior of “product recommendation”.

Conclusions: In order to analyze the impact of emotional barrier consumers on value co-creation and customer fit behavior in social networks, this study analyzes the characteristics, types and typical value co-creation behavior of emotional barrier consumers in current social networks, and then solicits the opinions of the expert group on this basis. Analyzing the final opinion of the expert group, it is found that the expert group believes that the impact of thinking retardation and manic symptoms on consumer value co-creation and marketing behavior is relatively similar, both of which have an overall impact on “participating in product design” and “product recommendation” that exceeds the level of “significant impact”. Thinking Bentley has the greatest impact on the behavior of “participating in product design”, and depressive symptoms have the greatest impact on the behavior of “product recommendation”. The expert consultation results show that consumer affective disorder will have a certain negative impact on customer fit behavior and value co-creation behavior. It is suggested that enterprises avoid using such customers to carry out relevant marketing work.

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IMPORTANT EXPOSITION OF MARX AND ENGELS’ LETTERS ON IDEOLOGICAL AND POLITICAL EDUCATION FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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Background: Social psychology is a subject that studies the psychological and behavioral conditions of individuals and organizations in the social environment, and summarizes the laws used to solve the corresponding social problems. Social psychology is an interdisciplinary subject of sociology and psychology. Compared with traditional psychology, it focuses on language, friends, family, living environment while the learning environment has an impact on itself, it also pays attention to the communication mode, group behavior norms, group thinking and habits of group organizations at the social level. Because the research object of social psychology involves human organizations, it is necessary to strictly abide by the principle of value neutrality, systematic principle and ethical principle in the process of case study, so as to improve the reliability and accuracy of research results.

There is a close relationship between the content of Marx and Engels’ classic letters and the current ideological and political teaching in colleges and universities. In theory, letters reflect the criticality of ideological and political education. In practice, letters are helpful to enhance students’ interest in ideological and political courses. However, it will be particularly stiff and unnatural to directly combine letters with ideological and political courses. Therefore, it is necessary to consider using the theoretical methods of social psychology to analyze students’ learning psychology, so as to organically and flexibly integrate Marx and Engels’ letters into ideological and political education in colleges and universities.

Objective: To use the theoretical method of social psychology to analyze the psychological status and psychological needs of college students in learning ideological and political courses, and take this as the starting point to integrate the contents of Marx and Engels’ classic letters and social psychology knowledge

into college ideological and political courses, so as to enable students to have the ability to analyze their own and social problems from the perspective of social psychology, so as to improve students' self-psychological adjustment ability and pressure resistance ability.

Participants and methods: A representative school in terms of student source distribution, educational environment and teaching staff was selected from two ordinary colleges and universities in China. 226 non-ideological, political and non-philosophy students who were willing to participate in the research were selected as the research objects. The two groups of students were divided into experimental group and control group, with 113 students in each group, first, make statistics on the difference of basic information between the two groups. If there is a significant difference in some information, it needs to be regrouped. If there is no significant difference in basic information, the follow-up experiment can be carried out. The two groups of students were given ideological and political education. The control group only received traditional ideological and political education. On this basis, the experimental group organically integrated the contents of classic letters of Marx and Engels in the course, taught students to analyze the principle and essence of teaching content from the perspective and method of social psychology, and encouraged students to apply this method to analyze and adjust their own psychology emotional aspect. Teaching students the experiment lasts for a semester. Before and after the experiment, teachers were asked to provide information on the degree of students' positive psychology and depression. Teachers can obtain this information through interviews, special examinations and other ways, but the test methods of the two groups must be the same.

Results: After the completion of the teaching experiment, the data of students' positive psychology and depression psychology were obtained from the teachers of ideological and political courses of the two groups of students. It was found that the teachers scored the performance of students' two kinds of psychology according to the percentage system. The higher the score, the stronger the students' psychological tendency. The statistical results are shown in Table 1.

Table 1. Statistics of positive and depressive psychological performance of the two groups of students after the experiment

Comparison index	Experience group	Control group	<i>t</i>	<i>P</i>
Positive psychological intensity	83.6±5.2	74.3±5.8	0.483	0.007
Psychological intensity of depression	61.7±4.6	78.5±5.4	0.516	0.003

It can be seen from Table 1 that after the teaching experiment, the score data of positive psychological intensity and depression psychological intensity in the experimental group are significantly different from those in the control group. Specifically, the average scores of positive psychological intensity and depression psychological intensity in the experimental group were 83.6 and 61.7, which were 12.5% and -21.4% respectively compared with the control group.

Conclusions: With the increasing attention paid to the ideological education of college students in China, the voice of adding the content of Marx and Engels's classic letters to ideological and political education is rising day by day. However, the content of these letters is difficult to understand, and the direct integration of courses may lead to difficulties in students' learning and understanding. Therefore, this study designed a teaching experiment, in which teachers are required to try to analyze the principle and essence of teaching content from the perspective of social psychology, and encourage students to apply this method to analyze and adjust their own psychology and emotions. The experimental results showed that after the experiment, the score data of positive psychological intensity and depression psychological intensity in the experimental group were significantly different from those in the control group. Specifically, the average scores of positive psychological intensity and depression psychological intensity in the experimental group were 83.6 and 61.7, which were 12.5% and -21.4% respectively compared with the control group. The results show that integrating the contents of Marx and Engels' letters into the teaching mode of ideological and political education in colleges and universities and using social psychology-assisted teaching can help to improve students' positive psychology and improve their psychological performance of depression.

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THE COMBINATION OF CREATIVE THINKING ABILITY OF ART DESIGN UNDER COGNITIVE IMPAIRMENT

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Background: The main manifestation of cognitive impairment is that the advanced functions of human brain such as memory, logic and thinking cannot operate abnormally, and the cognitive impairment of patients in one aspect is likely to cause cognitive impairment in other aspects. The main clinical manifestations of cognitive impairment are divided into perceptual impairment (such as hypersensitivity or retardation, sensory deterioration and internal discomfort), memory impairment (such as strong memory and memory defect), and thinking disorder (thinking logic disorder and association process disorder). Most of the causes are the abnormal activity of the human cerebral cortex. Because cognitive impairment will have a great impact on patients' ability to understand the world and surrounding environment, it is very harmful in the field of education. The teaching of art major aims to cultivate students' ability of subjective thinking to create and change objective things. If students don't have strong innovative thinking and ability, they can't design unique and excellent works, let alone make their works recognized and favored by the public. Therefore, in the teaching of art majors in colleges and universities, it is particularly important to cultivate students' innovative thinking. However, for students with cognitive impairment, their innovative ability must be greatly affected. Therefore, this study attempts to find methods that can make art design majors improve their cognitive impairment in the teaching process.

Objective: To understand the current situation of cognitive impairment of art design students in colleges and universities in China and various reasons for their cognitive impairment. Then try to design a method that can improve the severity of students' cognitive impairment symptoms in the teaching process without using drug treatment and professional psychological guidance, so as to provide some help for improving the mental health level of Chinese college students and improving the employment quality of art and design students.

Objects and methods: Collect the research data of cognitive impairment and art design major, analyze the causes of cognitive impairment of art design major college students in China, and then put forward some non-drug treatment methods to help cognitive impairment art design major college students alleviate their symptoms in the process of education. A teaching experiment is designed to verify the reliability of these methods. Four universities with roughly the same teaching quality, school type and teaching team strength were randomly selected from China, and then 50 college students majoring in art and design with cognitive impairment and 12 normal college students were selected as the research objects. They were divided into cognitive impairment group and normal group. After the statistical difference of their basic information was passed, the course teaching of the art design and innovative thinking training was carried out for the two groups of students, but the teachers in the cognitive impairment group were required to observe and understand the incidence of students' cognitive impairment as much as possible in the teaching process, and adjust, add and delete the teaching content and teaching speed according to the students' psychological state. The teaching experiment lasted for 3 months. Before and after the experiment, students were asked to fill in MMSE (Mini-Mental State Examination) to measure the severity of cognitive impairment.

Results: After the experiment, the students were divided into two groups according to the total MMSE scores before the experiment. The students with scores of [0,9], [10,20], [21,26] and [27,30] were classified into severe cognitive impairment, moderate cognitive impairment, mild cognitive impairment and no cognitive impairment group (i.e., the original normal group). After the experiment, the symptoms of cognitive impairment of students in each group are counted, as shown in Table 1.

Table 1. MMSE scores of students with cognitive impairment before and after teaching

Statistical time	Severe cognitive impairment	Moderate cognitive impairment	Mild cognitive impairment	No cognitive impairment
Before experiment	8.5±1.3	16.3±2.4	25.3±1.8	29.1±2.0
After the experiment	19.2±2.0	24.7±2.1	27.4±1.5	29.1±1.7

It can be seen from Table 1 that the cognitive impairment of art and design students with different degrees of cognitive impairment before the experiment has been improved as a whole after the experiment. The specific analysis is as follows: the mean MMSE scores of students with severe, moderate and mild cognitive impairment before the experiment are 8.5, 16.3 and 25.3 respectively, after the experiment, it became 19.2, 24.7 and 27.4 respectively, and the overall level of cognitive impairment in each group was decreasing.

Conclusions: Aiming at the problem that the cognitive impairment of college students majoring in art and design affects the cultivation of their innovative thinking ability, this study designed a comparative teaching experiment after investigating the current situation and causes of cognitive impairment of college students majoring in art and design in China. The experimental results show that the art and design students

with different degrees of cognitive impairment before the experiment, after the experiment, the overall situation of cognitive impairment has been improved. The specific analysis is as follows: before the experiment, the mean MMSE scores of students with severe, moderate and mild cognitive impairment were 8.5, 16.3 and 25.3 respectively, and changed to 19.2, 24.7 and 27.4 respectively after the experiment. The overall level of cognitive impairment in each group is decreasing. The experimental results show that requiring teachers to pay attention to students' cognitive impairment and adjust the teaching content in time is helpful to improve students' cognitive impairment symptoms.

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THE CURRENT SITUATION OF UNDERGRADUATE EDUCATION OF TOURISM MANAGEMENT SPECIALTY FROM THE PERSPECTIVE OF PSYCHOLOGY

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Background: The research object of educational psychology is the psychological changes and laws of learners and teachers in the teaching environment. It is a collection of accumulated knowledge, wisdom and intuitive ideas of psychological methods and theories in the field of education. Teachers should master this discipline to effectively solve the problems in daily teaching. Its most intuitive application occurs in the typical two-way interaction between teachers and students in the teaching process. It requires teachers to carefully study all aspects including teaching content, teaching methods, teaching cases, teaching means and teaching environment. In addition, educational psychology also requires teachers to have a necessary understanding of students' psychological state and activities, so as to further improve the effectiveness of teaching. Educational psychology holds that students, as independent individuals, have different thinking abilities and are indifferent psychological environments. The rapid development of China's tourism industry has provided a large number of professionals for the industry. However, the extensive teaching of tourism management specialty for a long time also has a lot of problems: at the school level, there are some problems, such as the decline of enrollment, low interest in learning and low professional employment rate. At the enterprise level, however, there are problems of failing to recruit and retain high-level talents. These problems have brought great pressure to professional students, and some students even have employment anxiety. Tourism management departments and experts and scholars in the industry have conducted a lot of research on the psychological problems of professional students' employment anxiety, but it has little effect. This is because previous studies have focused too much on tourism education itself and paid insufficient attention to students in the major. Therefore, this study attempts to use the method of educational psychology, focusing on finding ways to alleviate students' employment anxiety from the perspective of students.

Objective: To understand the current employment situation and professional teaching content of tourism management students in China, analyze the main causes of students' employment demand and psychological anxiety combined with the theoretical knowledge of educational psychology, and put forward effective strategies to improve the employment quality of professional students and alleviate their employment anxiety.

Objects and methods: Collect the research data of employment analysis and educational psychology of undergraduate education in tourism management published in China in recent years, try to summarize the main causes of employment anxiety of students majoring in tourism management, and use Delphi method to verify the reliability of these causes and their impact on the employment anxiety of students majoring in tourism management. 49 key teachers of educational psychology and tourism management and senior executives of tourism companies were selected from China to form an expert group, which sent the identified reasons to the expert group, asked them to respond to whether the reasons were selected accurately and whether there were omissions, and made an evaluation of the impact of each reason on students' job anxiety. The impact level was selected, no impact, slight impact general impact, obvious impact and full impact. After sorting out the opinions of the expert group, feedback the results to the experts again until the experts reach an agreement.

Results: The final opinions of statistical experts after completing the steps of Delphi method are shown in Table 1.

The figures in each cell in Table 1 represent the number of people who believe that the impact of this reason on the employment anxiety of students majoring in tourism management is the corresponding level. It can be seen from Table 1 that the expert group believes that "the quality of tourists is uneven" and

“professional social prejudice” are the biggest reasons for students’ employment anxiety, followed by “non-standard industry management” and “insufficient industry demand”, and “the personality of the new generation of students” has the least impact on the psychology of employment anxiety, the cumulative number of people who choose these reasons to have an impact level greater than “general impact” is 27, 29, 11, 10 and 4 respectively.

Table 1. Statistical results of the final opinions of the expert group

Reason	No effect	Slight impact	General impact	Obvious influence	Full impact
Professional social prejudice	0	6	14	25	4
Personality of the new generation of students	7	27	11	3	1
Insufficient industry demand	6	18	15	7	3
The quality of tourists is mixed	0	5	17	20	7
Industry management is not standardized	2	10	26	6	5

Conclusions: In view of the employment anxiety of tourism majors in China, based on the understanding of the employment status and professional teaching contents of tourism management majors in China, combined with the theoretical knowledge of educational psychology, this study analyzes the main reasons for students’ psychological anxiety, and uses Delphi method to verify and adjust these reasons. The survey results of the expert group show that the expert group believes that “the quality of tourists is uneven” and “professional social prejudice” are the biggest reasons for students’ employment anxiety, followed by “non-standard industry management” and “insufficient industry demand”, and “the personality of the new generation of students” has the least impact on the psychology of employment anxiety. Delphi consultation results show that in order to fundamentally deal with the psychological problems of employment anxiety of college students majoring in tourism management, the government needs to standardize the development of the industry, expand the demand of the industry and positively guide the behavior of tourists and tourism psychology by social media.

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COLLEGE STUDENTS’ ENGLISH TRANSLATION AND INFORMATION-BASED TEACHING INNOVATION BASED ON COGNITIVE IMPAIRMENT

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Background: The high-frequency symptoms of cognitive impairment are the abnormalities of human brain advanced functions such as emotion, memory, logic and thinking, and the cognitive impairment of patients in one aspect is likely to cause cognitive impairment in other aspects. The causes of cognitive impairment diseases are mostly the abnormal activity of the human cerebral cortex, which is generally treated with antioxidants Glutamate receptor antagonists and other drugs or surgical treatment. At present, with the development and popularization of computer technology, its application in the field of education is becoming more and more extensive. More and more schools use various Internet tools for auxiliary teaching, especially in the field of college English teaching. Due to the wide range of humanistic knowledge involved in teaching courses, it is necessary to use Internet tools to display more relevant contents for students, however, for college students with cognitive impairment, their ability to learn and understand things is poor. After integrating internet teaching tools into the classroom, the amount of information they receive increases greatly, which may further reduce their learning effect on English translation courses. This study was conducted to explore the learning performance of students with cognitive impairment in the English translation course under the Internet reform.

Objective: To explore the impact of adding internet teaching aids and internet teaching thinking to college English translation courses on the learning of students with cognitive impairment, and to find countermeasures that may reduce the degree of this impact, so as to provide some ideas for improving the overall English translation ability of Chinese college students.

Participants and methods: 42 full-time college students who are studying English translation courses and have varying degrees of cognitive impairment were selected from a foreign studies university in a city

to understand their impact on themselves by integrating internet teaching tools into the course in the form of semi-structured interviews. Then the information obtained from the interview is combined with the academic literature of college English translation Internet reform, and the main reasons and factors affecting students' cognitive impairment are summarized. 50 excellent college English teachers, pedagogical experts and psychological experts were selected from China to form an expert group, which sent the sorted materials to the members of the expert group, asked them to give feedback on the content, identify the unreasonable reasons and note the reasons for the lack, and evaluated the impact degree of each reason. The impact degree was subdivided into no impact, slight impact, the impact is general and obvious. Sort out the feedback results of the expert group and return them to the expert group for evaluation again until the expert group reaches an agreement.

Results: After the termination condition of the expert group consultation cycle is triggered, the statistical consultation results are shown in Table 1.

Table 1. Statistics of expert group consultation results

Reason	No effect (%)	Slight impact (%)	General impact (%)	Obvious influence (%)	Full impact (%)
Online courses are difficult to answer	4	14	28	42	12
Too much information	2	20	32	36	10
Internet tools are difficult to use	18	24	26	20	12
The way of integration is stiff	22	30	26	14	8

The values in each cell in Table 1 represent the proportion of the number of people who believe that this reason has an impact on students' cognitive impairment at the corresponding level. It can be seen from Table 1 that the expert group believes that "difficult to answer questions in online courses" is the reason that has the greatest impact on students' cognitive impairment, followed by "too much information", and "rigid integration mode" has the least impact on students' cognitive impairment. The cumulative number of people who choose the impact level of these reasons not lower than the "obvious impact" level accounts for 54%, 46% and 22% respectively.

Conclusions: With the promotion of China's reform and opening-up strategy, the country's demand for high-quality English translation talents is increasing, which puts forward higher talent training requirements for English translation teaching in higher education in China. For the purpose of improving teaching quality, experts and managers in the industry began to apply Internet technology and information tools to college English translation teaching. However, this reform model is a double-edged sword. For college students with cognitive impairment, the reformed teaching model may reduce their learning effect and aggravate the symptoms of cognitive impairment. Through semi-structured interviews with college students and expert investigation and consultation, this study learned that the college English translation teaching model combined with information means is indeed not conducive to the learning and recovery of students with cognitive impairment. Moreover, the expert survey results show that "it is difficult to answer questions in online courses" is the reason that has the greatest impact on students' cognitive impairment, followed by "too much information", and "rigid integration mode" has the least impact on students' cognitive impairment. The cumulative number of people who choose these reasons whose impact level is not lower than that of obvious impact accounts for 54%, 46% and 22% respectively. Because it is difficult to answer questions in online courses, it is difficult for teachers to give timely encouragement and answer questions when students are anxious and nervous because they cannot understand the course due to cognitive impairment, which will generally worsen the symptoms of students' cognitive impairment. After the integration of information tools, the information density of the classroom is significantly increased, and the understanding difficulty of students with cognitive impairment is also significantly greater.

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THE DIRECTION OF CAPITAL ECONOMIC FLOW FROM THE PERSPECTIVE OF PSYCHOLOGY

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Background: Social psychology is mainly used to study the psychology of individuals and groups in the social environment, and summarize the laws to solve the corresponding social problems. Social psychology is an interdisciplinary subject of sociology and psychology. Compared with traditional psychology, it not only pays attention to the impact of language, friends, family, living environment and learning environment on itself in the process of individual socialization, but also pays attention to the communication mode, group behavior norms, group thinking and habits of group organizations at the social level, such as stereotypes in society first cause-effect, halo effect, etc. In the process of case study related to social psychology, we need to strictly abide by the principle of value neutrality, systematic principle and ethical principle, so as to avoid introducing irrelevant variables into the experiment and reduce the credibility of the results. Since the birth of the first capitalist country, there have actually been no less than 10 financial crises. The direct causes of each financial crisis are different, but they are closely related to capital flows. Therefore, in order to ensure the stability and prosperity of the national economy, it is necessary to analyze the flow direction of the capitalist economy. The essence of capital flow is that the individuals and organizations behind capital trigger specific psychology and decision-making in the social context. Therefore, using the theoretical method of social psychology to study the economic flow of capital has certain theoretical feasibility.

Objective: From the perspective of social psychology, to analyze which psychological factors affect the capital flow of independent economies and the importance of each factor. So as to put forward some suggestions that are conducive to improving the direction of China's scientific control of capital flow, and reducing the possibility of people's loss caused by the disorderly and negative capital flow caused by the irrational psychological activities and emotions of the controller behind the capital.

Objects and methods: By mean of Python crawler, the capital flow data and sociological data of multiple independent economies in the world in more than 70 years after World War II can be obtained from the publicly available macro-financial database and social humanities data. The data sets are cleaned and processed, the invalid data are removed, the high correlation characteristics are combined, and the samples containing blank data are deleted, taking the information of the overall national personality bias, cultural type, psychological expression degree, social openness, group communication mode, the severity of racial prejudice, the popularity of religious psychological habits and other information of the economies in the data set as the input characteristics, and taking the national average annual net capital inflow after World War II (excluding inflation) as the label, it is input into the random forest regression model. When the model parameters are adjusted many times to further optimize the regression effect, the importance coefficient of the characteristics is output to judge the social-psychological factors that affect the capital flow.

Results: After the model training, the statistical results of the characteristic importance coefficient of the model are output, as shown in Table 1 note that the statistical significance level is taken as 0.05.

Table 1. Statistics of characteristic importance of Stochastic Forest regression model of capital flow in independent economies

Number	Features	Characteristic value	Regression coefficient <i>B</i>	Standard deviation	<i>P</i>	OR	95% CI
1	Overall national character	Positive and optimistic	-1.882	0.262	0.007	0.520	0.098-1.204
2	Social openness	Medium open	-1.461	0.682	0.005	0.702	0.123-2.459
3	Racial prejudice severity	Unbiased	-1.127	0.434	0.003	0.149	0.029-1.533
4	Cultural type	Confucianism	-0.264	0.512	0.085	0.775	0.052-2.362
5	Popularity of religious psychological habits	No religion	-0.183	0.128	0.174	0.348	0.081-5.115
6	Group communication mode	Altruism	-0.135	0.248	1.514	0.541	0.047-1.344

Note: The data listed in Table 1 are the data of the corresponding characteristic value with the largest absolute value of the importance coefficient in the input characteristics.

It can be seen from Table 1 that the most effective protective factors for increasing the net capital inflow of the economy are positive and optimistic national overall personality bias, moderate openness to social interaction, and no racial bias, and their *P* values are less than the significance level.

Conclusions: In view of the economic and social problems caused by the disorderly flow of capital, this

study analyzes the psychological characteristics and decision-making mode of people and organizations behind the working capital from the perspective of social psychology, looks for relevant data sets and establishes a regression model to analyze the social-psychological factors that will affect the local capital flow. The results of regression analysis show that the most effective protective factors to increase the net capital inflow of the economy are positive and optimistic national overall personality bias, moderate social openness and non-racial bias. This is because a positive and optimistic national overall character will bring higher production efficiency, and the incidence of social-psychological crimes is lower. A medium degree of social openness can achieve a high cost-effective balance between protecting national spiritual independence and obtaining external resources. Non-racial bias can enable citizens to carry out production activities under the condition of lower psychological burden and negative emotions.

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ON THE INFLUENCE OF MARKETING EFFICIENCY FROM THE PERSPECTIVE OF CONSUMER PSYCHOLOGY

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Background: Consumer psychology is an emerging discipline that studies various psychological changes and the law of psychological activities produced by consumers in consumer activities. It also belongs to the interdisciplinary discipline composed of consumer economics and psychology. The main research objects of consumer psychology are the psychological activity process and personality psychological characteristics of consumers, the psychological factors affecting consumer behavior, the impact of social environment on consumer psychology, consumer psychology and consumption habits, marketing methods and consumption psychology of consumer groups, and so on. Consumer psychology is of great significance to improve product sales revenue and expand product popularity. Consumers' purchase motivation is affected by various realistic and potential factors. It seems to be accidental. In fact, it has its profound reasons for consumer psychology, that is, a series of seemingly "accidental" consumer behaviors actually mainly depend on the influence of consumer psychological factors. Specifically, consumers' consumption psychology is mainly affected by advertising, past consumption experience and lifestyle, which is also the key point to improve marketing efficiency. Therefore, this study attempts to use consumer psychology to analyze the effective measures to improve marketing efficiency from the perspective of consumer psychology.

Objective: To analyze the consumer psychological factors affecting the marketing efficiency of enterprises, and put forward some suggestions to improve the marketing efficiency of enterprises, so as to contribute some ideas from different perspectives to improve the marketing ability and product competitiveness of domestic enterprises.

Objects and methods: Collect classic marketing and consumer psychology papers and books published at home and abroad, carefully study these materials, and summarize some consumer psychology that will affect enterprises to improve marketing efficiency from the perspective of consumer psychology according to the contents of these materials. Then a set of questionnaires is designed and carried out. The survey content is the influencing factors of consumers on enterprise marketing efficiency and the influence level of each factor. The influence degree is divided into five categories: no influence, slight influence, general influence, obvious influence and full influence, and assigned 1, 2, 3, 4 and 5 respectively. The questionnaire incorporates the consumer psychology proposed in this study for the respondents to choose. The reliability and validity of the questionnaire shall be tested. If one of the reliability or validity does not meet the requirements, the corresponding part of the questionnaire shall be adjusted and redesigned, and the reliability and validity shall be tested again until the reliability and validity of the questionnaire are qualified. The subjects of the questionnaire were 232 adults of different ages, occupations and genders, who were obtained by publishing the information of the convening of experimental volunteers in the administrative center of a commercially developed municipal administrative unit in China.

Results: After the questionnaire survey, the invalid questionnaire was collected and removed, the valid questionnaire was entered into the computer, and SPSS23.0 and Excel software has been used for statistical analysis, and the analysis results are shown in Table 1.

Compared with the average of the four psychological phenomena, the psychological degree of scarcity and the pursuit of market efficiency is more obvious. That is, the surveyed consumers believe that the impact of this two-consumer psychology on marketing efficiency is higher than the "obvious impact" on the whole level.

Table 1. Display of questionnaire survey results

Consumer psychological reasons	Explain	Mean score of influence degree	Standard deviation of influence score
Group psychology	Consumer behavior is influenced by other consumers	4.06	0.31
Conservative psychology	Once consumers get used to a product, their interest in other similar products will decrease	3.28	0.28
Comparative psychology	Consumers' perception of the value of products depends on the selected reference object	3.67	0.19
Pursuit of scarcity	Consumers are more interested in scarce products	4.25	0.25

Conclusions: In view of the marketing problems of some enterprises in China, such as low marketing efficiency and marketing content that cannot be recognized by consumers, after collecting and analyzing the classic marketing and consumer psychology papers and books published at home and abroad, this study summarizes some consumer psychological factors that will affect enterprises to improve marketing efficiency from the perspective of consumer psychology, and carry out a set of questionnaires to cross verify the rationality of these factors. The survey results show that consumers believe that the four psychological phenomena of conformity, conservatism, contrast and the pursuit of scarcity have an obvious impact on the marketing efficiency of enterprises, among which the pursuit of scarcity and conformity have the greatest impact. The analysis shows that this is because consumers are naturally more interested in scarce products, and consumers' consumption psychology will tend to be consistent due to the interference of other consumers to a large extent. Therefore, the reasonable use of marketing teams of hunger marketing, word-of-mouth publicity and community publicity in the market can usually achieve better marketing results.

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RURAL TOURISM DEVELOPMENT AND ECO-TOURISM INNOVATION PATH FROM THE PERSPECTIVE OF TOURISM PSYCHOLOGY

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Background: There are two logical starting points of tourism psychology, which are also closely related to the diversity and development of their own definitions. Firstly, tourism psychology is a subject with tourism psychology as the main research object and core concept. Secondly, it takes tourism as the research object and psychology as the research perspective. No matter which logical way, the final relationship between human tourism behavior and tourism psychology is the main starting point. From the perspective of tourism psychology, the psychological and behavioral phenomena of tourists, tourism workers and local residents have a significant impact on the whole set of social tourism behavior. Tourists' tourism psychology includes both static and dynamic psychological factors. Static psychological factors include tourists' inherent tourism emotion, tourism concept, tourism interest and other almost attribute factors. These factors will not change due to the dynamic changes in tourism behavior. It is the main psychological motivation for tourists to choose tourism destination and tourism behavior. Dynamic tourism psychological factors are caused by the dynamic psychological phenomena in the process of tourism behavior, such as tourism traffic psychology, tourism accommodation psychology, tourism psychology, tourism diet psychology and so on. In the process of developing rural ecotourism, both static tourism psychological factors and dynamic tourism psychological factors of tourists need to be taken into account. These innovative designs around tourists' psychological factors can be shown through rural ecotourism construction, and rural ecotourism construction with different emphases can be favored by different tourism groups. Therefore, through the innovation of rural ecotourism construction path, we can effectively grasp the psychology of tourists, accurately divide tourism groups according to the existing rural characteristics, and lay the foundation for further marketing and publicity means, so as to achieve the effect of revitalizing rural tourism and developing rural economy.

Objective: This study starts from the perspective of tourism psychology, by grasping the static tourism psychological factors and dynamic tourism psychological factors of tourists' psychology, provides path

innovation for the development and construction of rural ecotourism, and then promotes the development of the rural economy.

Subjects and methods: This study combines structural equation method and social network analysis method to analyze rural society, economy and tourism from the perspective of tourism psychology. Structural equation model is used to model and evaluate rural ecotourism, social network analysis is helpful to confirm the action position and individual role of a single actor in the overall social and psychological motivation network.

Study design: This study uses the structural equation method to establish the attribute data model through the social action and psychological motivation of stakeholders. This part of the attribute data includes the quantitative values of individual psychological motivation, psychological attitude and actual behavior. These elements will be analyzed as individual attributes. In the process of model analysis, the social network analysis method is used to analyze the action principle and psychological motivation of individuals in the overall model network, so as to analyze the relationship and function of individuals in the network more specifically.

Methods: Amos software is used as the main analysis software in this study. The software can analyze multiple variables simultaneously in the process of processing structural equation model, and its function is consistent with the purpose of this study.

Results: The evaluation of multi-functional rural ecotourism is shown in Table 1.

Table 1. Multifunctional rural tourism evaluation

Type of function	Normalized priority	Limit matrix value
Economic function	0.6113	0.1082
Residential function	0.1146	0.0203
Environmental function	0.1117	0.0198
Psychological function	0.1624	0.0287

Table 1 evaluates the four main functions of multi-functional rural ecotourism: economic function, residential function, environmental function and psychological function. The results show that strong economic function is the most important factor in multi-functional rural ecotourism and the main support for ecotourism innovation. In addition, the good psychological function can also provide tourists with choice motivation. On the whole, economic function and psychological function are the two main functions of the development of multi-functional rural ecotourism. The economic function can expand the customer group of rural tourism to a greater extent and improve the basic customer experience, while psychological function can add cultural characteristics to the rural tourism base and enhance the tourism attraction of local villages on the basis of infrastructure construction, provide tourists with greater psychological motivation.

Conclusions: In the development and construction of rural ecotourism, the psychological factors of tourists are very important. By using tourism psychology to grasp the static and dynamic psychological factors of tourists, we can provide behavioral cues for tourists from the level of psychological motivation, and then help tourists complete their psychological choices. The application of tourists' psychological factors can be reflected through the construction of economic function, residential function, environmental function and psychological function in the construction of rural ecotourism. Through the innovation of rural ecotourism construction path, it can promote the development of rural tourism, provide jobs and promote the development of rural economy.

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THE ROLE OF URBAN ENVIRONMENTAL PLANNING IN ALLEVIATING CITIZENS' PSYCHOLOGICAL PRESSURE UNDER THE PSYCHOLOGY OF ART AND DESIGN

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Background: In the process of social and economic development, people's pace of life is faster and faster,

and their psychological pressure is greater and greater. Many people have serious psychological problems, such as anxiety, depression and so on. When these psychological problems are not solved for a long time, it will lead to psychological diseases, damage the patient's body function, and even damage the patient's cerebral cortex, which will lead to the damage of cerebral cortex, the decline of cognitive function, and finally suffer from communication adaptability disorder.

Communication adaptability disorder is that in the process of communication, patients have language cognitive impairment due to defects in one or more cognitive functions such as working memory, self-management or executive function, which leads to the decline of patients' language communication ability, unable to accurately express their thoughts and normal communication with people. The learning, memory and life of patients with communication adaptability disorder will be affected, which reduces the quality of life of patients, increases the family economic burden of patients, and is not conducive to the harmonious development of society. Therefore, finding appropriate methods to treat cognitive impairment is of great significance to the patients themselves, their families and the harmonious development of society.

Urban environmental planning can provide urban residents with space for leisure, communication, entertainment, sports and other activities. At the same time, it is also a place for residents to rest and watch the scenery. It can make residents feel relaxed, physically and mentally happy, and then alleviate the negative emotions of residents. Art design psychology can analyze people's psychological state and psychological needs, and apply the analysis results to art design. In addition, design psychology also studies the psychological changes of designers in the design process and the psychological impact of design works on social groups and social individuals, and applies these to art design, so that art design can more intuitively and appropriately reflect the psychology and emotion of the audience, so as to meet the psychological and aesthetic needs of the audience. Design psychology contains many contents, including visual design, color psychology, consumer psychology, product design, environmental design, personality tendency, hierarchical demand, etc. it also involves perceptual texture and psychological effect. Based on design psychology, the study makes reasonable planning for the urban environment, alleviates the negative emotions of urban residents, achieves the effect of treating residents' communication adaptability obstacles, reduces the economic burden of patients' families, and promotes harmonious development of society.

Objective: People's pace of life is faster and faster, and their psychological pressure is greater and greater. Many urban residents suffer from communication adaptability barriers. Based on design psychology, the study makes reasonable planning for the urban environment, alleviates the negative emotions of urban residents, achieves the effect of treating residents' communication adaptability obstacles, reduces the economic burden of patients' families, and promotes harmonious development of society.

Research objects and methods: 80 patients with communication adaptability disorder were selected as the research objects in a hospital. The China Rehabilitation Research Center Aphasia Examination (CRRCAE) of China Rehabilitation Research Center was used to evaluate the degree of communication adaptation disorder, and the Self-rating Anxiety Scale (SAS) and Self-rating Depression Scale (SDS) were used to evaluate the mental health status of patients.

Study design: 80 patients were randomly divided into study group and control group with 40 people in each group. In addition to routine treatment, the patients in the study group walked for half an hour in the urban environment planned by art and design psychology every day. The control group was only treated with routine treatment. Three months later, the degree of communication adaptability disorder and mental health status of the two groups were compared.

Methods: The relevant data were processed and analyzed by software SPSS17.0.

Results: Before the intervention, there was no significant difference in the CRRCAE score between the two groups ($P > 0.05$). After the intervention, the CRRCAE score of the study group was significantly higher than that of the control group ($P < 0.05$), as shown in Figure 1.

Conclusions: In the process of social and economic development, people's pace of life is faster and faster, and their psychological pressure is greater and greater. Many people have serious psychological problems, such as anxiety and depression, which lead to communication adaptability disorder. Based on design psychology, the study makes reasonable planning for the urban environment, alleviates the negative emotions of urban residents, achieves the effect of treating residents' communication adaptability obstacles, reduces the economic burden of patients' families, and promotes harmonious development of society. The results showed that there was no significant difference in CRRCAE score between the two groups before the intervention ($P > 0.05$). After the intervention, the CRRCAE score of the study group was significantly higher than that of the control group ($P < 0.05$).

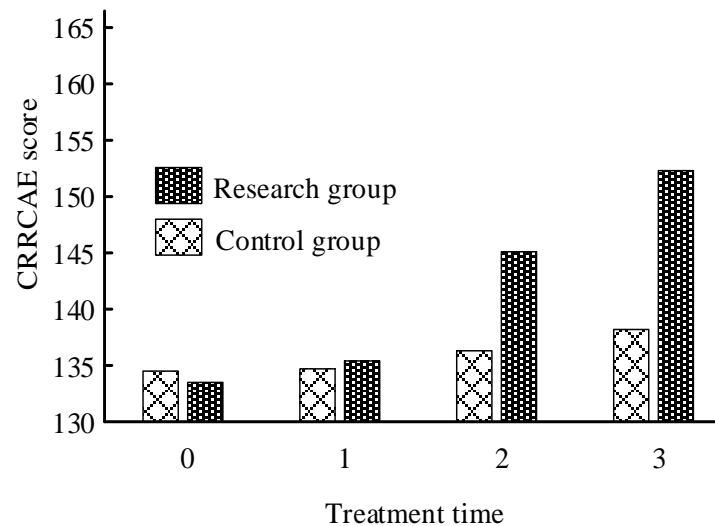


Figure 1. The degree of communication adaptability disorder between the two groups

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GOVERNANCE LOGIC ANALYSIS OF GRASS-ROOTS SUPERVISION OF “FENGQIAO EXPERIENCE” UNDER THE BACKGROUND OF SOCIAL GOVERNANCE PSYCHOLOGY

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Background: Social governance psychology is one of the most significant manifestations of the times when psychology undertakes social responsibility. In the process of social-psychological governance, the gap between the people’s yearning for a better life at the psychological level and the experience in actual social life, the bad psychological experience brought by unbalanced development and the bad social mentality caused by social injustice are all-important research contents of social governance psychology. Social behavior is the derivative of social psychology, and social environment is the collection of social behavior. Social psychology has a great impact on the social environment all the time. For the solution of social problems, only behavioral solutions are not enough, because social group psychology is often the guiding factor of social groups. Only managing behavioral factors without psychological factors cannot eradicate bad social phenomena. From the perspective of psychology, social governance psychology explores the psychological reaction and action law of social individuals and social groups under specific social governance policies. The governance process of social governance, a multi subject oriented decision-making process, must also take “governance from the heart” as the main governance means. “Fengqiao Experience” emphasizes the crime prevention mode of people-oriented, social participation and common promotion of social harmony, and this kind of social collective behavior must be supported by social collective psychology. Therefore, in the process of grass-roots supervision and governance, social-psychological governance should be taken as the main governance direction through institutionalization. The systematic psychological governance strategy promotes the formation of social stability and development factors, and provides an effective path for psychological governance and humanistic governance.

Objective: This study takes “Fengqiao Experience” as the guiding concept, starts with social governance psychology, actively uses the psychological development law of grass-roots people in grass-roots supervision and governance, reduces the burden of behavior governance through psychological governance, and looks for a more scientific, reasonable and integrated governance way for grass-roots supervision and governance.

Subjects and methods: This study combines analytic hierarchy process with empirical research method, starts from social governance psychology, takes “Fengqiao Experience” as the guiding ideology of grass-roots psychological governance, and sorts out a set of psychological supervision suitable for grass-roots people by analyzing the importance and focus of different governance strategies. The governance logic and strategy of grass-roots people’s psychological governance, and verify its feasibility and effectiveness through empirical analysis.

Study design: Based on the psychology of social governance, this study analyzes the psychological

supervision and psychological governance scheme of the grass-roots people around the “Fengqiao Experience”, and uses the analytic hierarchy process to give weight to the items in the scheme, so as to finally form a set of grass-roots psychological governance and supervision strategies focusing on the psychological state and psychological development route of the grass-roots people. And take the community scale as the experimental scale for empirical research to verify the effectiveness of grass-roots people’s psychological governance and supervision strategies.

Methods: In this study, excel was used to record and sort out the phenomena and problems in the experimental process.

Results: The index weights established according to social governance psychology and “Fengqiao Experience” are shown in Table 1.

Table 1. Index weight table

First level elements	First level weight	Second level elements	Second level weight
Take psychological concept management as the core of management	0.432	Take the wrong psychological concept as the main body of prevention	0.401
		Reconstruct the psychological law model of grass-roots people	0.452
		Mobilize the social and public psychology of the grass-roots people	0.371
		Grassroots psychological autonomy organization	0.284
Modularization of psychological supervision and governance	0.293	Take the psychological state of the grass-roots people as the object of intervention	0.207
		Establish a good psychological concept of grass-roots groups	0.175
		Popularize social psychological service institutions	0.363
Socialized psychological service	0.371	Set a psychological example of social responsibility	0.236
		Establish a psychological supervision mechanism for the masses	0.357

The three main levels in Table 1 are taking psychological concept management as the management core, psychological supervision and governance modularization, and socialized psychological service. These three parts basically cover the governance dimension from social psychological concept guidance to social psychological oriented behavior supervision. Among them, the transformation of psychological supervision and governance concept, as the most basic transformation means of the governance layer, has a slightly higher weight level than other dimensions.

Conclusions: This study starts from the psychology of social governance and absorbs the conceptual change brought by the “Fengqiao Experience”. On this basis, it takes the social-psychological governance and supervision of the grass-roots people as the main governance logic to build the grass-roots governance strategy system. Through the governance means from the perspective of social psychology, we can guide the social masses to standardize their own ideas and form autonomous psychology, so as to achieve the effect of crime prevention from the perspective of psychological motivation.

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PATH OF IDEOLOGICAL AND POLITICAL TEACHING REFORM OF COLLEGE ENGLISH CURRICULUM UNDER THE BACKGROUND OF EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology is a branch of human learning science. It is research on the human learning process from the perspective of psychology and cognition. Through educational psychology, we can understand the individual differences and development laws of individual intellectual development,

cognitive development, behavioral motivation and behavioral emotion in the learning process. In the theory of educational psychology, learning is essentially a process in which an organism responds to external stimuli. The connection between stimulation and response is learning itself, and the tool of connection is individual psychology. In the process of responding to external stimuli, psychology adopts the way of continuous trial and error to make gradual attempts. With the progress of the attempt, the wrong response will continue to decrease, and finally the correct response will be left. In the process of students' learning, the psychological "reaction process" includes not only the learning of knowledge structure and specific skills, but also the cultivation of psychological creativity, the psychological transfer of existing knowledge, the cultivation of learning motivation and learning bias, and the cultivation of psychological morality. In the process of learning, students can not only acquire knowledge and skills, but also develop psychological morality with personalized psychological laws and personal characteristics. Therefore, we only pay attention to the traditional psychological education of students, and only pay attention to the psychological education of students. This study starts with the cultivation of students' psychological morality in learning behavior in educational psychology, combines professional English courses with psychological ideological and political education, guides students' psychological state in students' learning behavior, and helps students form positive ideological morality while forming good learning habits. Then improve students' academic performance and cultivate students' comprehensive psychological quality.

Objective: This study starts with the cultivation of psychological morality of middle school students in learning behavior in educational psychology. By combining professional English education with psychological and ideological and political education, it can not only improve students' learning effect, but also promote students to form good ideological morality.

Subjects and methods: This study combines BP neural network with importance analysis, uses BP neural network to classify the influencing factors between them, and judges its mitigation effect on college students' communication barriers by measuring the importance of factors in the implementation of ideological and political therapy.

Study design: This study uses educational psychology to explore the elements that have an important impact on the combination of the college English curriculum and ideological and political education. On this basis, it uses the characteristics of BP neural network to give connection weights to different contacts to analyze the importance of the influencing elements. Then it analyzes the factors that have a great impact on students' learning psychology and learning effect in college English course ideological and political teaching.

Methods: In this study, excel was used to count and sort out the student data.

Results: According to the differences in students' psychological gains in ideological and political teaching of college English courses, the statistical results are shown in Figure 1.

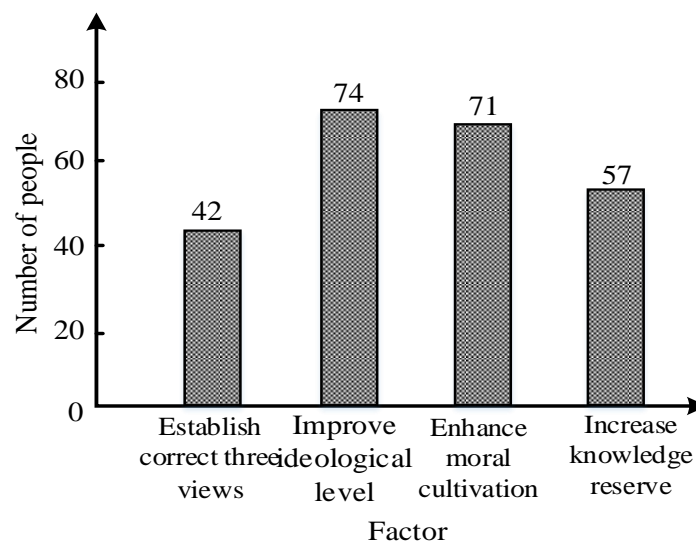


Figure 1. Harvest of English ideological and political teaching

In Figure 1, the number of students who have established the correct three concepts has reached 42, the number of students who have improved their ideological and theoretical level has reached 74, the number of students who have improved their moral cultivation has reached 71, and the number of students who have increased their ideological and political knowledge reserve has reached 57. It can be seen from the results that more students have improved their ideological and theoretical level and moral cultivation,

which is due to the role of psychological and ideological guidance in the process of English learning, while less students have established the correct three outlooks, which is due to the wide coverage of the three outlooks. The combination of English major learning and ideological and political education alone is not enough to support the overall formation of the three outlooks, It is a normal phenomenon that fewer students have obtained professional knowledge of ideological and political education, because in the combination of English major and ideological and political education, the focus of education is to provide psychological guidance to students from daily English learning, and there are few teaching contents directly facing the theory of Ideological and political education.

Conclusions: In the process of students' learning behavior, students will not only develop learning habits with personal characteristics, but also develop personal psychological morality. This study uses the theory of educational psychology, follows the students' learning psychological law, guides the students' psychological state and cultivates the students' psychological morality in the process of professional English teaching. In this way, while improving the students' academic performance, it helps the students form good behavior habits and improve the students' comprehensive ideological and political quality.

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RESEARCH ON THE IMPORTANCE OF PSYCHOLOGICAL ANALYSIS TO VOCAL MUSIC SINGING TEACHING

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Background: Psychology is a science that studies human behavior and psychological laws. Modern psychology believes that psychological perspectives include six aspects: biological perspective, cognitive perspective, behaviorism perspective, whole-person perspective, development perspective and social and cultural perspective. Its theoretical content involves connection theory, behaviorism theory and humanistic theory. Psychology focuses on people's cognitive activities, psychological activities, individual spiritual core and influencing factors, and guides people's behavior mechanism and psychological changes from the perspective of long-term development. Connectionist theory holds that the essence of learning is the process of "trial and error", that is, to deepen learners' understanding and mastery of learning content through the reciprocating process of "try error try again". Behaviorism theory emphasizes the key role of reinforcement in individual behavior conditions. Humanistic theory emphasizes the values within the individual and advocates respecting and caring for students. Apply psychology to the field of education, that is, in a specific educational situation, with the help of psychological theory, carry out conscious intervention and guidance according to the psychological laws and change characteristics of both teaching subjects and objects, and then carry out design improvement in curriculum design, teaching method improvement and teaching motivation guidance. Vocal music is a performing art with the human body as the "musical instrument", which needs a lot of practice under the guidance of teachers. However, due to the individual differences of students in this major and their different levels of learning ability, students have different psychological feelings and learning effects in the teaching process. Moreover, the simplification and "mode mechanization" of vocal music singing education make vocal music education ignore the grasp of students' individual and diversity characteristics, the differences of students' psychological quality and learning psychological problems, which makes it very easy to have psychological problems in the teaching process, and then affect its learning efficiency. Therefore, analyzing its importance to vocal music singing teaching with the help of psychological theory will help teachers to further understand teaching activities on the basis of grasping the interaction between both sides of teaching, carry out targeted education according to students' individual differences and psychological change characteristics, pay attention to their main characteristics, and then achieve the teaching goal of improving their psychological problems and teaching quality.

Objective: The teaching process of vocal music singing is to constantly understand and learn on the basis of vocal simulation practice, so as to master the internal mechanism and law of singing skills. However, due to the differences in learning ability and learning process, vocal music students will unconsciously produce negative emotions and psychological problems such as self-doubt, negation and anxiety. In order to improve the psychological and emotional problems of vocal music students and improve their learning quality and

effect, this paper analyzes the vocal music singing teaching process with the help of psychological theory and actively intervenes it.

Research objects and methods: The research takes the students with learning and psychological barriers in the major of vocal music singing in a university as the research object. Firstly, the data of students' learning status and psychological problems are collected, and then the vocal music singing teaching mode is innovated and reformed, that is, the theory of psychology is used to promote teachers' attention to students' learning motivation and psychological problems in the teaching process guide and intervene, and test the teaching effect and students' psychological changes with the improved teaching model.

Method design: Firstly, the information collection and grade evaluation of students' learning psychological obstacles and psychological problems are carried out, and then the influencing factors of students' psychological problems are analyzed with the help of principal component analysis. On this basis, targeted teaching reform is carried out. The optimized vocal music singing teaching mode is applied to classroom practice. The experimental time is three months. After the experiment, the experimental data are statistically processed by statistical analysis tools.

Methods: Principal component analysis was used to analyze the classroom influencing factors affecting students' psychological problems, and the innovative vocal music singing teaching mode was used to analyze the improvement of classroom teaching under the guidance of psychological theory on students' learning status and psychological problems.

Results: The psychological perspective can effectively guide teachers to grasp the characteristics of the teaching process and the psychological law of students, pay attention to the behavior characteristics of students, and improve the teaching quality with the help of multi-means and multi-way teaching methods, so as to improve students' psychological problems and improve their mental health level and professional ability. Table 1 shows the score statistics of students in different performance dimensions before the improvement of classroom teaching mode.

Table 1. Statistics of students' scores in different performance dimensions before the improvement of classroom teaching mode

Dimension	Mean	SD
Learning negative mentality	4.315	0.639
Memory loss	3.761	0.831
Self cognitive efficacy	2.288	0.539
Anxiety Psychology	4.253	0.678

Conclusions: The application of psychological theory to vocal music singing teaching can enable teachers to carry out different degrees of intervention according to different learners' professional conditions and psychological change characteristics, so as to improve their learning motivation and learning enthusiasm and strengthen humanistic care for students. The integration of psychology and education helps to deepen teachers' cognition of teaching activities and teaching subjects, improve students' psychological problems and improve teaching quality.

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ON THE TEACHING REFORM METHODS OF VOCAL MUSIC PERFORMANCE UNDER THE BACKGROUND OF EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology is a branch discipline combining psychological theory with the field of education, that is, in the teaching process and teaching situation, it actively intervenes in the teaching process, teaching subject and object, educational psychology, and effectively guides and intervenes on the premise of meeting students' learning needs. Educational psychology can develop many special fields to study educational problems, which can be applied to curriculum design, teaching method improvement and teaching motivation guidance, help students deal with difficulties and challenges in life and learning, and emphasize students' subjective status and teaching laws. Educational psychology provides a psychological scientific basis for the setting of diversified courses. It can effectively guide teachers to innovate and

improve teaching methods, teaching means and teaching schemes, including the relationship between students' personality development and educational environment, ability development and knowledge learning. Research on the relationship between social development and standardized learning, as well as the regularity between the effectiveness of teaching and talent training. Each school of pedagogy in history has established its own theoretical system directly based on the corresponding psychological views. Teaching is a process of interaction between teachers and students, and its essence is the choice of methods. On the basis of analyzing the psychological characteristics of teachers and students, choosing different teaching methods can achieve different teaching effects, and different psychological characteristics and goal orientation will lead to students' different attitudes and enthusiasm towards learning. Under the current background of vocal music teaching reform, due to the lack of clear goal orientation, single and backward talent training mode and the neglect of the attention to the practical ability of students majoring in vocal music performance, students are prone to psychological burden and psychological problems under the influence of many factors, which will affect the improvement of their learning quality and professional ability. In the teaching process, teachers do not take into account the differences between individual students, but only use the "standardized" training mode for teaching, which makes the teaching effect deviate from the students' psychological needs, resulting in negative emotions and psychological problems, affecting their learning and living standards. Therefore, from the perspective of educational psychology, we should improve the teaching quality from the aspects of the design of teaching content, the selection of teaching resources and the evaluation of teaching mode, in order to pay full attention to the needs and psychological change characteristics of students and realize the all-round and healthy development of students.

Objective: With the help of educational psychology, this paper analyzes the problems existing in the current course teaching of vocal music performance specialty and the psychological characteristics of students, applies multi-channel and multi-means to the innovation of teaching content, teaching resources and teaching means, realizes the renewal of teaching concept and the reform of teaching structure of vocal music performance specialty, and then realizes the personalized teaching of vocal music specialty students. Pay attention to their psychological problems and emotional difficulties in the teaching process, and alleviate their negative emotions.

Research objects and methods: The research takes the students majoring in vocal music performance in a university as the research object, evaluates their teaching status and psychological status, integrates the psychological theory into the teaching classroom, realizes the innovation and improvement of the original vocal music performance teaching classroom, and intervenes the improved teaching model to the research object. Explore the changes of students' psychological needs and the mitigation of psychological problems in the teaching process, so as to reduce their negative emotions caused by professional problems.

Method design: With the help of principal component analysis, the factors affecting the teaching effect are analyzed, and then the vocal music performance teaching classroom is innovated and optimized. The new model is constructed to collect the learning needs, psychological laws and changes of psychological problems of the experimental subjects within three months, and make statistical analysis of the data to obtain the experimental results.

Methods: SPSS23.0 analysis tool to process the experimental data, extract the influencing factors with principal component analysis, and test its intervention mechanism on students' psychological problems with the new vocal music performance teaching classroom optimization model.

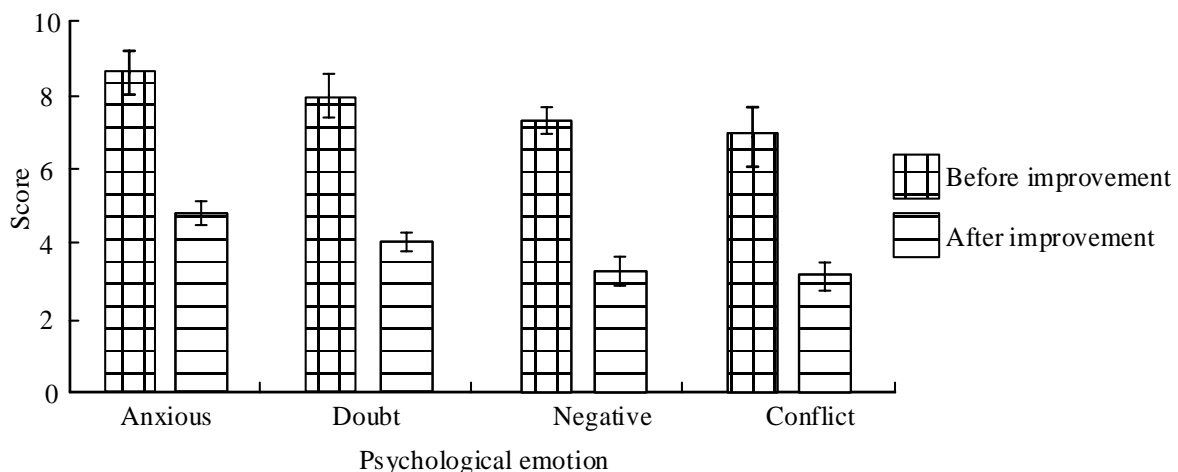


Figure 1. Statistics of scores of students' psychological and emotional changes before and after the experiment

Results: Educational psychology can effectively grasp the teaching needs and psychological characteristics of both sides in the teaching process, guide teachers to optimize teaching courses according to students' psychological needs and problems, and then improve students' professional quality and ability and help them solve psychological problems, make them learn with a more positive attitude.

Conclusions: Educational psychology can provide theoretical basis for classroom teaching, enable teachers to teach students according to their aptitude, teach without category, and fully mobilize students' enthusiasm and initiative to participate in the classroom on the basis of grasping the psychological law and teaching law of teaching subject and object. At the same time, integrating teaching psychology into curriculum teaching reform can pay more attention to students' psychological changes and needs, and then enlighten students' negative emotions with the help of teaching means. Make it look at the changes of itself and surrounding things more objectively and comprehensively, and improve the level of mental health.

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THE INFLUENCE OF LANGUAGE ART EXPRESSION ON ALLEVIATING AUDIENCE MENTAL ANXIETY IN NEWS COMMUNICATION

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Background: The main feature of mental anxiety is anxiety, which will produce anxiety without basis and origin, and there is no clear objective object and specific content. In addition to anxiety, individuals with mental anxiety will also have fear and anxiety, muscle tension, autonomic nerve symptoms and other physiological reactions. According to different classification methods, the types of mental anxiety are different. According to the time of symptom onset, it can be divided into acute anxiety and chronic anxiety. Acute anxiety often occurs at night, with panic attacks. Individuals will have physiological symptoms such as tachycardia and dyspnea. In severe cases, there will be limb weights, numbness around the mouth and so on. Chronic anxiety usually appears panic, fatigue and neuroticism, sometimes accompanied by physiological symptoms such as cold sweat, nausea and urgent urination. This kind of anxiety is similar to neurasthenia and needs careful judgment. In addition, according to the characteristics of symptoms, mental anxiety can be divided into two types: generalized anxiety and panic attack. In generalized anxiety, individuals will be nervous without certain objects, and show excessive worry or worry about some problems in real life, and this anxiety has the characteristics of regularity and persistence. Terrorist attacks are repeated strong panic, and you will feel out of control.

In the fast-paced life, people's pressure gradually increases. For a long time, under various pressure environments, many people have mental anxiety, especially generalized anxiety. People are only in a state of anxiety, but they can't tell why they are anxious. The news has changed from a humorous language to a more entertaining language, which has attracted the audience's attention and increased the artistic expression of the news. Let the audience feel a lot of fun when watching some social news, make people laugh unconsciously, feel relaxed, forget the troubles in real life, and deepen people's memory of those social news. According to the characteristics of language art expression in news communication, this paper studies the influence of language art expression in news communication on alleviating audience mental anxiety.

Objective: To analyze and study the characteristics of language art expression in news communication, study its specific impact on the audience's mental anxiety, and on this basis, put forward relevant suggestions on news communication, increase the diversity and novelty of language art expression in news communication, attract the audience's attention and alleviate the audience's mental anxiety. Increasing the interaction between the program and the audience, improve the enthusiasm of the audience to watch relevant news programs, so as to further alleviate the mental anxiety of the audience.

Research objects and methods: The research object is college students. Using data mining technology, 200 college students with mental anxiety are mined from the mental health database of a university. The 200 students were divided into normal group (66), traditional news group (67) and new news group (67). During the experiment, the normal group conducted general teaching. The traditional news group and the new news group watched 45 minutes of news on the basis of general teaching. The news of the traditional news group and the reform news group adopted the traditional news communication mode and the innovative news communication mode respectively, and watched once a week for 3 months. During the experiment, relevant data were recorded and analyzed by SAS software. The influence of specific factors was quantified by 1-5 grades. The higher the score, the greater the impact. The impact of language art

expression in news communication on alleviating audience mental anxiety was studied.

Results: People are in an environment full of all kinds of pressure. Mental anxiety is a psychological problem in the process of life and work, which will seriously attack people's curiosity and enthusiasm for things. In order to attract the attention of more viewers and stimulate their desire to continue watching, the language of news communication has changed, and the artistic expression characteristics of diversity, novelty and readability have emerged. In the process of watching news, people can temporarily forget the troubles in life, feel the joy brought by the new news, and alleviate their mental anxiety imperceptibly. In the new newsgroup, freshmen believe that the impact of the novelty of language art expression on mental anxiety is 5 points, and the relevant impact scores are shown in Table 1.

Table 1. The influence of language art expression on mental anxiety of college students in different grades in news communication

Grade	Diversity	Novelty	Readability
Freshman	4	5	4
Sophomore	4	4	5
Junior	5	4	5

Conclusions: By increasing the diversity, novelty and readability of language art expression in news communication, the audience can relax their body and mind, obtain joy and laughter, and imperceptibly alleviate the audience's mental anxiety.

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ANALYSIS OF IDEOLOGICAL AND POLITICAL PSYCHOLOGICAL QUALITY OF POOR COLLEGE STUDENTS AND RESEARCH ON EDUCATIONAL COUNTERMEASURES

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Background: The state carries out continuous educational system reform, attaches importance to the family economic status of poor students, and implements economic assistance measures. In this assistance process, colleges and universities ignore the ideological, political and psychological quality education of poor students. Their ideological, political and psychological quality has appeared in varying degrees, affecting the life of poor students and the healthy development of their body and mind. Poor students in colleges and universities are those who enjoy state subsidies from families with financial difficulties. Due to the influence of family economic environment, poor college students have difficulties in maintaining their life and learning. In this environment, poor college students are prone to different degrees of psychological and ideological and political problems. Without corresponding intervention, poor college students will even have extreme thoughts. The psychological and ideological and political problems of poor college students are manifested in seven aspects: ideological and political trend, lack of sense of responsibility, lack of self-confidence, lack of healthy psychology and so on. In the ideological and political trend, some poor students have a vague understanding of the relationship between the state, nationality and individual. Some poor students lack group consciousness and pay more attention to their own interests. Some poor students are unwilling to assume their responsibilities, afraid of hard work, do not want to engage in some work study work, and are perfunctory in their work attitude. When facing difficulties, some poor students will lack self-confidence and courage to solve problems. Dare not show their own advantages on the relevant self-display platform, and have the psychology of timidity and inferiority. Use the Internet, alcoholism and other negative ways to escape the outside world and indulge in it.

Objective: To understand the current system implementation of poor students in colleges and universities, study the psychological and ideological and political problems of poor students in colleges and universities, and put forward relevant educational countermeasures according to the existing problems. The government should play a leading role in the education of poor students. While adhering to the subsidy policy, it also needs to adjust the investment in combination with the actual situation of different regions. Create a good social atmosphere so that poor students can have fair employment opportunities in an unbiased society. The school has a comprehensive understanding of the family situation and learning situation of different poor students, carries out targeted education, improves the effect of education, and timely and effectively helps those poor students in active ideological and political education. In the process

of education, we should pay attention to the combination of education and education, strengthen the mental health education of poor students, and take relevant countermeasures such as strengthening the construction of educational environment. Through a series of countermeasures, we can improve the physical and mental health level of poor college students, improve their ideological and political quality, and cultivate and exercise the spirit of self-improvement and self-reliance.

Research objects and methods: The research objects are poor students in colleges and universities. 320 poor students are randomly selected from five colleges and universities. These poor students come from different grades, majors and nationalities, and their family economic situation is different. Carry out the ideological and political education for these poor students after the reform for one semester, record the relevant data during the experiment, and analyze the impact of these ideological and political education countermeasures on the ideological and political psychological quality of poor students in colleges and universities through the principal component analysis method. The quantitative score of the relevant impact adopts grade 1-5 and SPSS21.0 software to process the relevant experimental data.

Results: When providing financial assistance to poor students, colleges and universities ignored the importance of ideological and political education to poor students, resulting in different problems in their ideological and political quality, did not promote their own development, and the effect of financial assistance did not reach the expected effect. Carry out targeted education according to the ideological, political and psychological quality problems of poor students. In the score of the impact of relevant educational countermeasures on the ideological, political and psychological quality of poor students, the impact score of freshman poor students on the combination of helping the poor and educating people is 5, which is the same as that on strengthening mental health education. The relevant results are shown in Table 1.

Table 1. The influence of ideological and political education countermeasures on the ideological and political psychological quality of poor college students

Grade	Combination of poverty relief and education	Strengthen mental health education	Give full play to the dominant position of poor students
Freshman	5	5	4
Sophomore	4	5	4
Junior	5	4	5

Conclusions: There are some ideological and political psychological problems in poverty-stricken colleges and universities, such as lack of self-confidence, lack of sense of responsibility, lack of gratitude and so on. The improvement of ideological and political education is carried out from the five aspects of government, society, schools, families and poor students. Among them, the school ideological and political education occupies an important position. After the implementation of various improvement measures of ideological and political education, the ideological and political psychological quality of poor students is significantly improved, and they become confident and know how to be grateful.

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PSYCHOLOGICAL COUNSELING EFFECT OF IDEOLOGICAL AND POLITICAL COURSE EDUCATION ON STUDENTS WITH WILL DISORDER IN COLLEGES AND UNIVERSITIES

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Background: Will disorder indicates that there is an abnormality in will. Will disorder includes six kinds of will disorder: will enhancement, will weakening, will lack, intention reversal, compulsive intention and contradictory intention. Will enhancement mean that an individual has morbid self-confidence and is very stubborn to do something. The relevant will activities increase, the willpower of the individual is significantly enhanced, and the relevant pathological symptoms are the manic state of the individual. On the contrary to the symptoms of will enhancement, the individual has significantly less relevant will activities, is not interested in the surrounding things, and the individual shows a significant decline in will power, such as depression. The meaning of will deficiency is similar to that of will weakening, but the symptoms of will deficiency are more serious than that of will weakening. Individuals are not interested in the things around them, have no motivation to live, and lack of will, showing a state of no desire.

Individuals with wrong will act contrary to ordinary people. It is difficult for ordinary people to understand their way of thinking and related ideas. The symptoms of wrong will include hurting themselves, eating feces and so on. In forced will, individuals will have some inner impulse to do something beyond their own heart. This impulse is very strong, such as the impulse to self-mutilate. Contradictory intention means that individuals produce two different, contradictory and opposite will activities for one thing at the same time. For example, patients with schizophrenia will show contradictory will.

In colleges and universities, some students will suffer from will disorder, in which their will is weakened, they are not interested in learning, life and other things, they have exclusion psychology for interpersonal communication, their mood will be relatively low, their will activities will be significantly reduced, the relevant will power is significantly weakened, and they have exclusion psychology for the acceptance of things. For example, in the teaching of boring and single courses, the symptoms of students' weakening of will are more obvious, and the education methods without new ideas are difficult to arouse their interest in learning. The ideological and political course education in colleges and universities pays attention to students' emotion and will, which can regulate students' emotion and dredge students' psychological problems. According to the role of ideological and political education in colleges and universities, it is applied to the students with will disorder to study its psychological counseling effect on the students with will disorder.

Objective: To understand and analyze the performance of will disorder of college students, analyze the application of ideological and political course education in mental health, and adjust the ideological and political course education according to the characteristics of will disorder students. In the course of ideological and political education in colleges and universities, through a comprehensive understanding of the cognition, will, thinking and emotion of students with will disorder, treat them with an equal attitude, pay attention to their relevant needs, understand them, talk with a friendly tone, stimulate their positive emotional experience and enhance their will power. Through relevant social practice activities, let the students with will disorder have an in-depth understanding of the actual situation of the society, enhance their moral emotion, promote the increase of their will activities and will power, and produce the idea of slowly integrating into the collective and socializing. Carry out ideological and political course education in combination with professional ideals, stimulate their learning motivation and further enhance students' willpower. Through the combination of excellent culture and education, practice and theory, cultivate students' correct values, improve their psychological quality and alleviate students' will obstacles.

Research objects and methods: The research objects were college students with willpower disorder. 240 students with willpower disorder were randomly selected from a university to understand their learning and living conditions, personal information, attitude towards college education and ideological and political course education, and record the relevant data. Through the principal component analysis, this paper studies the psychological counseling effect of college ideological and political course education on students with will disorder, analyzes the impact of college ideological and political course education on students with will disorder, quantifies the relevant factors, adopts grades 0-4, and uses SAS software to process the relevant data.

Results: Some students in colleges and universities have the symptoms of weakened will, cannot be interested in things, have weak willpower in the face of difficulties, it is difficult to stick to it, and the whole person is relatively depressed. After ideological and political education, students' will obstacles are alleviated, their learning enthusiasm is significantly improved, their will power is enhanced, and they don't shrink back in the face of difficulties. In the evaluation of the impact of ideological and political education on students will disorder in colleges and universities, social practice activities have the greatest impact on mathematics majors will disorder, with a score of 4 points. See Table 1 for the specific results.

Table 1. The influence of ideological and political curriculum obstacles on students' will education in colleges and universities

Major	Social practice activities	Enrich the spare time life of college students	Combination of theory and practice
Mathematics major	4	3	4
Chinese literature major	4	4	4
Business English major	3	4	3

Conclusions: Through the ideological and political course education in colleges and universities, the psychological counseling for the students with will disorder can significantly alleviate the students will disorder and improve the students' learning enthusiasm.

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THE PROMOTING AND GUIDING ROLE OF IDEOLOGICAL AND POLITICAL TEACHING IN COLLEGES AND UNIVERSITIES IN CULTIVATING STUDENTS' MENTAL HEALTH

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Background: With the rapid development of economy, people's pace of life is getting faster and faster. Various pressures such as life and study are coming, which has a certain impact on the physical and mental health of college students. The negative emotions such as anxiety, depression, tension and anxiety are sometimes accompanied by physiological symptoms such as palpitation, dizziness and headache, which affect the study and life of college students, reduce their quality of life. In addition to the external environment will have an impact on college students' physical and mental health, college students' personal personality characteristics will also affect the development of college students' physical and mental health. For example, people with sensitive personality are more likely to be disturbed by the external environment, resulting in emotional fluctuations and psychological emotions such as anxiety and uneasiness. In addition, college students are in a special stage of physical and mental development, their physiological and psychological conditions are not fully mature, and their three views have not been fully finalized. If the outside world has a negative impact on college students, it will be detrimental to the good development of college students' physical and mental health.

Ideological and political teaching in colleges and universities can guide college students' three outlooks and help them establish a correct outlook on life and world outlook. It is an important means of college students' three outlooks education and occupies an important position in the development of college students' physical and mental health. The important content of ideological and political teaching in colleges and universities is psychological counseling for college students. In the psychological guidance of physical and mental health, psychological counseling is used to strengthen students' psychological pressure resistance. In the process of psychological guidance, teachers should respect students' privacy, not force students to say something they don't want to say, and reduce students' psychological defense in a relaxed and pleasant atmosphere, so as to open students' hearts and express themselves. In the process of psychological guidance of ideological and political teaching, the form of traditional language indoctrination should be changed. Enrich the class mode and language expression, let students accept psychological guidance services in the process of philosophical and political language expression, reduce their psychological preparedness, actively accept the psychological guidance of ideological and political teaching, and cultivate students' healthy psychology.

Objective: To understand the current physical and mental health status of college students and analyze the specific application contents of psychological guiding factors of ideological and political education in colleges and universities. On this basis, this psychological guidance of ideological and political teaching is applied to the psychological cultivation of students' physical and mental health. According to the situation of students, corresponding psychological guidance is provided, and relevant courses are taught to create a good psychological education atmosphere, let students actively participate in relevant psychological guidance activities, and promote the cultivation of students' physical and mental health. Improve the accuracy of effective ideological and political education evaluation, and conduct a questionnaire survey on college students' mental health. According to the students' answers, analyze the students' psychological situation and make an accurate evaluation. Strengthen the construction of psychological guidance teachers, improve the teaching quality of teachers, increase the richness of their teaching experience, and ensure the overall quality of teachers through regular professional training. Increase the diversity of psychological education activities and let students choose extracurricular activities, so as to improve students' active participation. In psychological education activities, change their wrong views and adjust their psychological state, so as to promote students' physical and mental health and psychological development.

Research objects and methods: The research objects were college students. 100 college students were randomly selected from a university to understand their physical and mental health, learning status, interpersonal relationship, attitude towards ideological and political education and psychological education activities, and record relevant data. Through cluster analysis, this paper studies the promoting and guiding role of ideological and political teaching in colleges and universities in cultivating students' physical and mental health. The higher the score, the greater the degree. The data processing software adopts SAS software.

Results: College students' physical and mental health and psychological development are the focus of school education. Influenced by the external environment and individual characteristics, college students' physical and mental health has different problems, and different types of negative emotions have appeared in learning, interpersonal relationship, employment and so on. In order to cultivate college students' mental and physical health, we should make use of the psychological guidance and promotion of ideological

and political education in colleges and universities to provide psychological guidance services for college students' new life, encourage college students to actively participate in relevant psychological education activities, improve their stress resistance and improve their psychological status. In the promotion and guidance of ideological and political teaching in colleges and universities on cultivating students' mental and physical health, the promotion score of psychological guidance service on the cultivation of sophomore students' mental and physical health is 4 points. See Table 1 for the specific results.

Table 1. The promoting and guiding role of ideological and political teaching in colleges and universities in cultivating students' mental health

Grade	Psychological guidance service	Strengthen the construction of psychological guidance teachers	Psychological education activities
Freshman	4	4	3
Sophomore	4	3	3
Junior	3	4	4

Conclusions: The cultivation of college students' mental health is inseparable from the psychological guidance of ideological and political education in colleges and universities. Teachers should pay attention to the role of psychological guidance in effective ideological and political teaching. Teach students according to their aptitude, respect and understand students, and promote the cultivation and development of students' physical and mental health.

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REFLECTIONS ON THE MODE OF INTEGRATING MENTAL HEALTH EDUCATION INTO COLLEGE STUDENT MANAGEMENT

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Background: College teachers pay more attention to college students' mental health problems. Through the analysis of the root causes of college students' mental health problems, it is found that there are three reasons for mental health problems, namely environmental changes, interpersonal imbalance and excessive pressure on learning and employment. For freshmen, especially those only child college students, after entering colleges and universities, they are separated from the care of their parents. Due to their poor self-care ability and weak adaptability to the new environment, they feel it is difficult to adapt to the changing learning environment, which has brought a lot of impact to their psychology. And the one-child college students are spoiled by their parents since childhood. They have a strong sense of self-awareness and lack relevant skills and experience in interpersonal communication. Facing students with different living habits, they will conflict because of differences in living habits, so they feel pain and depression in the process of communication, which affects their mental health development. In addition, the great pressure brought by learning and employment makes them mentally tense and have psychological abnormalities, resulting in mental health problems.

Popularize relevant mental health knowledge through mental health education, help students establish mental health awareness, understand their own psychological abnormalities, let students adjust their emotions in the process of using psychological adjustment methods, promote the normal development of students' learning and interpersonal communication, and improve their social adaptability. However, although college mental health education has a full understanding of students' mental health problems, formulated relevant educational action plans and carried out the teaching of mental health education courses, the practical effect of mental health education is not satisfactory. In the process of mental health education, there is a lack of teachers specialized in mental health education, which is usually taught by political teachers or counselors. Psychological counseling and treatment are different from general ideological and political education. This difference will affect the effect of students' psychological counseling and is not conducive to the development of students' mental health. From this point of view, mental health education has not been fully incorporated into the curriculum system of colleges and universities, the relevant teaching modes are relatively backward and not innovative, and the effect of counseling students' psychological problems is not good. The contents of the teaching courses are boring, and the teachers' teaching attitude is perfunctory, which cannot stimulate the students' interest in

learning.

Objective: To analyze the causes of college students' mental health, study the current situation of college mental health education, explore the mode of integrating mental health education into college students' management, reform the mode of college students' management, adhere to the people-oriented management concept, and look at students' management from the perspective of development. On the basis of paying attention to the individual needs of students, guide students' self-exploration and self-regulation, so as to help college students understand themselves, understand their mental health problems and self-regulation. Carry out hierarchical management according to the characteristics of students, and improve the working effect of college student management through service-oriented management mode. By deepening the level of management and project-based management, we can promote the effective development of college students' management, reduce college students' mental health problems and improve college students' mental health level.

Research objects and methods: The research objects were college students, and 400 students were randomly selected from a university. These students come from different majors, have different mental health problems, and the children of their families are different. To understand the mental health status of college students, students' current student management and mental health education

Through the fuzzy evaluation method, the impact of the mode of college student management on college students' mental health problems after the reform is evaluated. The relevant influencing factors are quantified by 1-5 grades. The higher the score, the greater the impact. The SAS software is used for data processing and analysis.

Results: Influenced by three main factors: environmental change, interpersonal imbalance and excessive pressure on learning and employment, college students have different mental health problems, especially those with only child are more likely to have mental health problems. In order to solve the mental health problems of college students, integrate mental health education into the management mode of college students, reform the previous management mode of service-oriented management, deep-level management and project-based management, respect the individual needs of students, and carry out hierarchical management according to the characteristics of students, so as to make college students aware of their own psychological problems, Improve the level of mental health in self-regulation. In the evaluation of the impact of the management mode of college students on the mental health problems of college students after the reform, the score of the impact of service-oriented management on the mental health problems of freshmen is 4 points. The relevant results are shown in Table 1.

Table 1. The influence of college students' management mode on college students' mental health after reform

Grade	Service management	Deep management	Project management
Freshman	4	5	4
Sophomore	5	4	5
Junior	4	5	5

Conclusions: In view of the mental health problems of different college students, mental health education should be integrated into the mode of college student management. Under the people-oriented management concept, we should carry out targeted and hierarchical comprehensive management for college students, so as to reduce their mental health problems and improve their adaptability.

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ON THE CHANGE OF GENDER CONCEPT OF MEN AND WOMEN IN ETHNIC MINORITIES FROM THE PERSPECTIVE OF NATIONAL TRADITIONAL CULTURAL PSYCHOLOGY

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Background: National psychology is the sum of personality, emotion, hobbies, habits and other psychological characteristics formed by a nation in the long-term historical development. This is one of the characteristics of human society. The psychological state of national cultural characteristics is condensed in the formation and development of all nationalities. Through the national material and cultural

characteristics, such as architecture, clothing, language art and so on. Some are formed on the basis of national common region, common economic life and historical development. They are closely related to religious beliefs and become important factors to maintain all ethnic groups. With the changes of material living conditions and social environment, national character, emotion and hobbies have also changed. Mainly in the following aspects: first, national consciousness. It refers to people's identification with their own nation, that is, the understanding and understanding of their own nation's social status, national interests and the relationship with other nations. It resonates with members of the country in emotion, attitude and intention. Second, national feelings. It refers to a person's emotional response to the actual situation of his own country and the relationship between countries, expressed as love and hate for his own country or other countries. Third, ethnocentrism. It refers to measuring and assessing the tendencies of other nationalities according to their nationality. Fourth, national character. It is a concentrated reflection of the typical characteristics of a nation. Fifth, national stereotypes. It refers to a fixed view of a country, which is often biased and negative towards other countries. Therefore, it often becomes an obstacle to mutual understanding between countries or the root of ethnic disputes. In short, national psychology always changes with the changes of social environment and national relations. National psychology is closely related to the national economic life, cultural life, cultural level and the understanding of the external environment. As a reflection of the national spirit, the common psychological quality in the national psychology unites a nation and makes all kinds of thoughts and behaviors of the society composed of this nation consistent. National psychology is one of the most stable factors in national composition. In the contact and collision of different types of national cultures, national psychology is like an invisible barrier and psychological fortress, which plays the role of filtering and isolation. Due to the historical differences between Chinese Han and ethnic minorities in politics, economy, culture and education level, the relationship between national psychological problems in China is more profound. The psychological identity and emotional experience of ethnic minorities are significantly different from those of Han nationality. When human society still exists and develops in the form of nationality, it is difficult for different nationalities to have the same value scale, concept, emotional tendency, temperament and personality.

In the long history of development, the Chinese nation has accumulated and formed its own unique and great national character and spirit. The basic spirit of Chinese culture is characterized by constant self-improvement, noble morality, vigilance in times of peace, happiness and contentment, and advocating etiquette. The core and essence of Chinese culture lies in "harmony". In addition, China is a multi-ethnic country. Each nation not only has different levels of social development and socio-economic structure, but also has significant differences in values, religious beliefs, customs and psychological characteristics. Nowadays, China has basically achieved equality between men and women. Women are no longer the appendage of men. They have the opportunity to fully develop their personal talents and personal freedom. However, the phenomenon of preference for boys over girls still exists in ethnic minority areas, forming a thinking stereotype: men have the natural advantage of sociality. Even in some ethnic minority areas, in order to have a boy, they continue to have children regardless of their affordability until they have a boy. It can be said that for ethnic minority areas, forming a correct gender concept of men and women and completely changing this idea still face great challenges.

Objective: In order to get rid of the patriarchal phenomenon in China's ethnic minority areas, this paper constructs an intervention model based on national traditional cultural psychology, which aims to promote the formation of correct gender concepts in China's ethnic minority areas through the infiltration and integration of excellent national traditional cultural psychology.

Research objects and methods: 100 residents in ethnic minority areas were selected as the research object. Through questionnaire survey, the problem of preference for boys and girls among residents in ethnic minority areas was obtained. 0-3 points were not preference for boys, 4-6 points were preference for boys, and 7-10 points were very preference for boys and girls. Then carry out intervention based on national traditional cultural psychology for half a year. The improvement of son preference among residents in ethnic minority areas before and after the intervention was compared and analyzed.

Methods: Use Excel software for statistical data analysis.

Results: Table 1 shows the improvement of son preference among residents in ethnic minority areas before and after the intervention. It can be seen from Table 1 that compared with before the intervention, after the psychological intervention based on national traditional culture, the problem of preference for boys among residents in ethnic minority areas has been improved, with statistical difference ($P < 0.05$).

Table 1. Improvement of patriarchal preference of residents in ethnic minority areas before and after the intervention ($n=100$)

Factor	Before intervention	After intervention	<i>P</i>
Value the male child only	7	2	0.00

Conclusions: With the process of urbanization, the preference of men over women has gradually withdrawn from the mainstream. However, there is still the problem of emphasizing men over women in some ethnic minority areas. In order to completely change this concept, we still need to actively realize the infiltration and integration of excellent national traditional culture, so as to promote the formation of correct gender concepts in ethnic minority areas of our country.

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GUIDING EFFECT OF SOCIAL PSYCHOLOGY ON COLLEGE STUDENTS’ IDEOLOGICAL AND POLITICAL EDUCATION

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Background: Social psychology is committed to understanding and explaining how individual thoughts, emotions and behaviors are affected by reality, imagination and implicit social existence. Social psychology is an experimental study on social promotion or social encouragement. Only by introducing the experimental process into the research of human social psychology and social behavior can it mark the formal birth of modern social psychology. The core topic of social psychology is the relationship between attitude and behavior. The main variables of its theoretical framework include: behavior attitude, subjective norms, perceived behavior control and behavior intention. According to the theory of planned behavior, the more positive attitude and subjective norms are, the stronger perceived behavior control is, and the stronger the individual’s intention to consider executive behavior is. Social psychology mainly studies people’s social support and personality traits. It is a discipline that emphasizes research to make life more valuable and meaningful. As a compound concept, social support is a multi-dimensional concept that includes both individual internal cognitive factors and environmental factors. The research on social support mainly focuses on three aspects: one is the material support that individual feel and given by others. The second is the cognitive support in the subjective sense, mainly the emotional resonance and other support felt by the individual. The third is the individual’s cognition and evaluation of the social support they receive, which tends to the degree of acceptance and subjective understanding of the individual’s inner support for others. In the study of the influencing factors of social support, it is found that mental health is a broad factor affecting social support, and the two affect each other. Social support has a certain impact on individual physical and mental health. The good social support received by individuals is conducive to the development of individual physical and mental health, while the existence of adverse social relations damages individual physical and mental health. In short, social psychology is a subject that studies the psychological and behavioral development of individuals and groups in social communication. Social psychology is a main branch of psychology, which aims to study the psychological problems related to society.

The opinions on further strengthening and improving college students’ ideological and political education issued by the CPC Central Committee and the State Council pointed out that we should pay attention to mental health education. According to the characteristics of college students’ physical and mental development and the law of education, we should pay attention to cultivating college students’ good psychological quality and the fine qualities of self-esteem, self-love, self-discipline and self-improvement, so as to improve their ability to overcome difficulties. Therefore, colleges and universities should strengthen the exploration and research on the management system of college students’ mental health education in order to promote the all-round development of college students’ quality. At present, foreign countries have basically formed a relatively perfect mental health education system, with highly specialized talents, which has been incorporated into school education. The development of mental health education in China is in the ascendant. Experts and scholars have explored new ways and methods of college students’ mental health education from different angles. China should learn from foreign advanced experience, explore a mental health education management system suitable for China’s national conditions and the characteristics of college students, and realize the development from psychological medical system to

psychological education management system. In view of this, this paper explores the guiding role of social psychology in college students' ideological and political education, and expands the educational object from students with psychological barriers to all students, so as to promote the development of college students' mental health education and ensure the scientization, standardization and systematization of modern ideological and political education.

Objective: To explore the guiding role of social psychology in modern ideological and political education, in order to solve the common mental health problems of modern college students, so as to ensure the scientization, standardization and systematization of modern ideological and political education.

Research objects and methods: 500 ideological and political students in our school were randomly divided into control group and experimental group, with 250 students in each group. The mental health problems of college students were measured with the mental health Self-Rating Scale (SCL-90), which includes 10 factors such as somatization, interpersonal sensitivity, depression, paranoia and anxiety. Each factor item is evaluated with a five-level scoring standard of 1-5 points. Among them, the control group adopted the conventional ideological and political teaching mode, and the experimental group implemented the ideological and political teaching mode based on social psychology for 6 months. The changes of mental health of college students in the two groups were compared and analyzed.

Methods: SPSS22.0 statistical software was used to analyze the data.

Results: Table 1 shows the changes of mental health of college students in the two groups after the implementation of the ideological and political teaching mode of social psychology. As shown in Table 1, compared with the control group adopting the conventional teaching mode, after the implementation of the social psychology ideological and political teaching mode, the improvement of students' mental health in the experimental group is more significant, and there is a statistical difference between the two groups ($P < 0.05$).

Table 1. Changes of mental health status of college students in the two groups after 6 months of intervention ($n=500$)

Project	Control group ($n=250$)	Experience group ($n=250$)	<i>P</i>
Somatization	2.35	1.28	0.00
Obsession	2.03	1.85	0.00
Sensitive	2.85	1.70	0.00
Depressed	2.65	1.51	0.00
Anxious	2.55	1.40	0.00
Hostile	2.51	1.45	0.00
Fear	2.43	1.32	0.00
Paranoid	2.61	1.53	0.00
Psychotic	2.56	1.44	0.00
Ad-items	2.55	1.47	0.00
Total score	138.12	125.23	0.00

Conclusions: College ideological and political education based on social psychology can not only significantly improve the mental health of modern college students, but also effectively improve the psychological development of modern college students, and then play a positive guiding role in college students' ideological and political education.

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A STUDY ON THE APPLICATION OF MULTIPLE INTERACTIVE ENGLISH TEACHING IN STUDENTS' COGNITIVE PSYCHOLOGY AND ENGLISH WRITING

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Background: Cognitive psychology mainly refers to the study of human advanced psychological processes, mainly cognitive processes, such as attention, perception, representation, memory, creativity, problem solving, speech and thinking. In a narrow sense, it is equivalent to contemporary information-processing

psychology, that is, to study cognitive process from the perspective of information processing. Educational psychology points out that only by understanding the psychological law of students' learning and exploring the different types of learning and the process and conditions of different types of learning, can teaching design to be effectively carried out. The real teaching design should conform to the students' learning psychology and depend on the students' active participation. The design of classroom questioning is the key to how to transform the idea that students are the main body of learning into teaching behavior. Therefore, only by studying students' cognitive psychology and thinking characteristics, combined with the professional characteristics of history course, and carefully designing the strategies of classroom questioning and its implementation process, can we stimulate students' interest in learning, inspire them to think actively, and make students truly become the main body of learning, so as to effectively improve the effect of history teaching.

The fundamental purpose of college English teaching is to cultivate college students' comprehensive application ability of English. However, in real life, most students' English level is high score and low ability, and teaching is in an embarrassing situation of time-consuming and low efficiency. Since the ministry of education officially launched the "teaching quality and teaching reform project in colleges and universities" in 2003, the exploration and research of Chinese scholars on the reform of college English teaching model has also been carried out in an all-round way. What kind of teaching model to build and implement is the key? However, cultivating college students' good psychological quality is the premise of college English teaching. If college students' self-awareness is correct, other psychological problems are relatively easy to solve. On the contrary, it will induce many other psychological problems. Multiple interactive English teaching is multi-element interaction. These elements include various English teaching factors related to learning and can interact with each other, such as teachers' and students' situation, teaching conditions and environmental factors. Interaction is a teaching and learning activity in which teachers use various teaching elements to stimulate students' interest in learning, so as to achieve efficient teaching effect. Therefore, analyzing the current cognitive psychological status of college students, discovering the psychological problems of college students in time and taking appropriate measures to solve them are the focus of the current work of colleges and universities. The proposal of multiple interactive English teaching model in colleges and universities makes a detailed and comprehensive exposition of the multiple interactive college English teaching model from the aspects of its meaning, characteristics, operation process, and how to implement and construct it in practice, and constructs a framework in line with the reality of English teaching in China.

Research objects and methods: 200 college students with cognitive and psychological problems in many colleges and universities in a city were selected. 200 questionnaires were distributed and 200 were recovered, with a recovery rate of 100%. The average age of the subjects was 19.9 ± 1.7 years old. All the subjects were equally divided into experimental group and control group, with 100 in each group. The experimental group was given multiple interactive English teaching mode and the control group was given routine English teaching mode. Compare and analyze the English teaching effects of the two groups of students.

Study design: The experimental intervention time of all subjects was 16 weeks. At the three-time points before, 8 weeks after and after the experiment, the cognitive psychological status of the two groups of college students was investigated by the Neuropsychiatric Inventory questionnaire (NPI), and the scores before and after the experiment were compared and analyzed.

Methods: The relevant data were calculated and counted by Excel software and SPSS20.0 software.

Table 1. Comparison of NPI scores between the two groups in different periods

Group	Experience group	Control group	<i>t</i>	<i>P</i>	
NPI	Before experiment	3.46±4.26	3.41±3.68	3.374	0.746
	Week 8	2.34±2.70*	2.68±3.36*	4.946	0.037
	Week 16	1.76±2.48*#	2.32±2.92*	6.359	0.028

Note: Compared with the NPI score before the experiment, * indicates $P < 0.05$; Compared with the NPI score at week 8, # indicates $P < 0.05$.

Results: The NPI scores of the experimental group and the control group at the 8th and 16th weeks were significantly lower than those before the experiment ($P < 0.05$), and the NPI scores of the experimental group at the 16th week were significantly lower than those at the 8th week ($P < 0.05$). Before the experiment, there was no significant difference in NPI scores between the two groups ($P > 0.05$). The NPI score of the observation group at 8 and 16 weeks was significantly lower than that of the control group ($P < 0.05$). As shown in Table 1.

Conclusions: This paper deeply studies the multiple interactive English teaching model, and establishes

a framework in line with the reality of English teaching in China from the meaning, characteristics and operation process of the multiple interactive teaching model, combined with the mental health problems of college students. The multiple interactive English teaching model is an open multiple models, which provides English teachers with an open concept and makes them not stick to one pattern in teaching methods, so as to give full play to the advantages of various English teaching methods and optimize teaching resources. Cultivate students' English application ability in learning, work, and society, be able to communicate effectively in English, improve students' autonomous learning ability in English learning and improve comprehensive cultural literacy.

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EFFECT OF NATIONAL INSTRUMENTAL MUSIC TEACHING ON REHABILITATION TREATMENT OF PATIENTS WITH COGNITIVE IMPAIRMENT

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Background: Cognitive impairment is a very serious mental disorder. In psychiatry, the existing studies on cognitive impairment point out that there are great problems in the cognitive ability of patients with cognitive impairment, and it is difficult to be fully alleviated. However, in order to improve the physical and mental health of cognitive impairment and promote the harmonious development of society, there are also a large number of studies on the treatment of cognitive impairment. Many of them believe that music therapy can effectively alleviate the level of cognitive impairment of patients. As an emotional carrier, music contains rich thoughts and cultures. Psychiatry believes that rich cultural thoughts can not only directly affect the cognitive ability of patients with cognitive impairment, but also easier to implement treatment during this period. In the understanding of music, the perception of music by people with cognitive impairment will be quite different from that of ordinary people. China's national music is the product of Millennium inheritance, which contains extremely rich core ideas. Therefore, we can try to use national music to treat patients with cognitive impairment, and treat patients with cognitive impairment with the help of the core ideas of national music and the special texture and melody brought by millennium inheritance. On the basis of alleviating patients' cognitive impairment, it can also promote the development of music and the inheritance of traditional national music.

In traditional music, traditional national instrumental music is the main medium for the external transmission of traditional music. Therefore, the main way of its transmission is to use traditional instrumental music to perform national music. In college teaching, in order to realize cultural inheritance, colleges and universities pay more and more attention to national music, so the teaching curriculum of national instrumental music also began to be paid attention to. In the conventional teaching of national instrumental music, teachers first guide students to use national instrumental music. There are significant differences between national instrumental music and modern instrumental music. China's national instrumental music has strong national characteristics, and the instrumental structure and use methods of different nationalities are different. In addition, in the teaching of national instrumental music, the focus is to guide students to use national instrumental music for the performance of national music. According to relevant research, national instrumental music performance can effectively alleviate the cognitive level of patients with cognitive impairment. Therefore, in the teaching of national instrumental music, it has gradually evolved from traditional single teaching to applied teaching. Therefore, the research puts forward the national instrumental music teaching for the purpose of rehabilitation treatment of patients with cognitive impairment. By innovating and constructing the national instrumental music teaching mode, on the one hand, it can alleviate the level of cognitive impairment of patients with cognitive impairment, on the other hand, it is the effective inheritance of national instrumental music.

Objective: This paper discusses the current situation of national instrumental music teaching in colleges and universities, analyzes the situation of students' cognitive impairment in college teaching, and discusses the effect of national instrumental music teaching in the rehabilitation of students' cognitive impairment.

Study design: Taking the students majoring in ethnic instrumental music in a university as the main research object and the teachers in the teaching course as the secondary research object, the cognitive

impairment status of all students is counted, and the basic cognition of teachers on the treatment of cognitive impairment is analyzed. Build a national instrumental music teaching model for the treatment of cognitive impairment, carry out national instrumental music teaching for all students, analyze the changes of students with cognitive impairment and normal students after teaching, and evaluate the rehabilitation effect of patients with cognitive impairment in national instrumental music teaching.

Results: The changes of national instrumental application ability and cognitive ability of students with cognitive impairment and normal students are shown in Table 1. The patient's ability is graded according to 0-4. 0 indicates poor ability and 4 indicates very good ability. Table 1 shows that the application ability of national instrumental music of students with cognitive impairment is gradually improved, and their cognitive ability is gradually close to that of normal students.

Table 1. Changes of students' ability before and after teaching

Project		Before teaching	After teaching	P
Application ability	Cognitive impairment	1	3	<0.05
	Normal students	3	4	
Cognitive ability	Cognitive impairment	0	2	<0.05
	Normal students	3	4	

Conclusions: Students' cognitive impairment is an urgent problem to be solved in college teaching. In college teaching, Chinese traditional cultural ideas are gradually used for the rehabilitation treatment of students with cognitive impairment. In the study, national instrumental music teaching is used to treat students with cognitive impairment, hoping to use the national cultural thought contained in national instrumental music to realize the Ideological Reconstruction of patients with cognitive impairment. The results show that the basic cognitive ability of students with cognitive impairment under the innovative teaching of national instrumental music has been significantly improved. At the same time, it can not only improve students' cognitive ability, but also improve students' application ability of national instrumental music. The above results show that in the teaching of national instrumental music in colleges and universities, the formulation of students' national instrumental music teaching mode from the perspective of cognitive impairment can effectively improve the teaching coverage, drive the improvement of more students' application ability, effectively treat patients with cognitive impairment and promote students' growth and development.

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ANALYSIS ON THE TEACHING REFORM OF FINANCE MAJOR IN HIGHER VOCATIONAL COLLEGES FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: In educational psychology, the learning motivation and self-efficacy of students in the learning process are the key to the learning process. Learning motivation, together with individual IQ and ability, is regarded as one of the key factors affecting the final learning effect. In Dodson's law, the level of learning motivation can effectively improve the learning effect to a certain extent, but after exceeding a certain extent, the learning effect will become worse. Therefore, the theory believes that the medium level is the most beneficial to the learning effect. As the most intuitive embodiment of learning motivation in effect, learning investment is often taken into account by scholars. Learning investment refers to the degree of students' behavioral and psychological investment in the process of learning activities, which is generally directly reflected in the invested time and energy. At the same time, there are also investments in psychological, emotional or cognitive aspects. However, this part of the investment is difficult to quantify. As one of the most effective indicators to measure learning effect and learning satisfaction, quantifiable input factors are still the main evaluation means of this indicator. In the process of students' learning, the influence of self-efficacy on the final learning effect cannot be ignored. Especially for the students majoring in finance in higher vocational colleges, due to the professionalism and difficulty of finance itself, a good level of self-efficacy can fundamentally solve the problem of insufficient learning succession.

Self-efficacy is students' subjective judgment of their own ability, but it can also negatively affect students' psychology and behavior. Some studies have shown that self-efficacy is one of the important predictors of learning investment. Individuals will have a positive attitude when performing tasks with high self-efficacy, and then promote behavior progress. In contrast, individuals will have a negative attitude when performing tasks with low self-efficacy, which will lead to behavioral slack or avoidance. By integrating the three theories of learning motivation, learning investment and self-efficacy into the reform of Financial Teaching in higher vocational colleges, we can effectively improve students' autonomy in the learning process and improve the teaching effect.

Objective: Based on the theory of educational psychology, this study analyzes the learning status of higher vocational finance students from the perspectives of learning motivation, learning investment and self-efficacy. Through the analysis of the learning characteristics of finance students, this study provides reform suggestions for higher vocational finance teaching in line with the actual situation of students, and improves the teaching system and methods of higher vocational finance.

Subjects and methods: This study takes variable interaction model method and structural model path analysis method as the main analysis methods, and analyzes the impact of teaching reform elements of finance major in higher vocational colleges on students' learning state by calculating the level of influencing factors between variables.

Study design: This time, the learning data of students majoring in finance are collected through the higher vocational teaching background system. On this basis, the variable interaction effect model is established by combining the variables of educational psychology and the elements of educational reform, and the path parameters of the variable interaction effect model are analyzed by using the maximum likelihood method.

Methods: This study uses SPSS software and Amos software to analyze the research data.

Results: The structural equation hypothesis path includes five types: teaching method reform, textbook arrangement reform, exceptional teaching reform, information-based auxiliary reform and practical curriculum reform. The test results are shown in Table 1.

Table 1. Structural equation test results

Model serial number	Hypothetical path relationship	Standardized path coefficient	C.R.	Test conclusion
1	Reform of teaching methods	0.562	12.731**	Accept assumptions
2	Reform of textbook arrangement	0.014	8.1534*	Accept assumptions
3	Exceptional teaching reform	0.018	0.294	Reject hypothesis
4	Information aided reform	0.004	14.217**	Accept assumptions
5	Practical curriculum reform	0.312	7.864*	Accept assumptions

Note: where * means $P < 0.05$ and ** means $P < 0.01$.

Table 1 shows the final test conclusions of different reform investment methods. It can be seen that the four path conclusions of teaching method reform, textbook arrangement reform, information-based auxiliary reform and practical curriculum reform are acceptance hypothesis, and the conclusion of teaching reform is rejection hypothesis with only exceptions. This is because the exceptional teaching for students with cognitive impairment may lead to the imbalance of students' inner state, increase the educational burden of students and teachers, and the negative effect is greater than the positive effect.

Conclusions: By analyzing the learning status of higher vocational finance students, this paper disassembles the factors driving students' active learning and learning effect from the perspectives of learning motivation, learning investment and self-efficacy, and takes this as the starting point to provide theoretical support for the reform of higher vocational finance education. By using educational psychology to intervene students' learning status and driving factors, we can effectively promote students' initiative and enthusiasm in the learning process, ensure learning sustainability, and then help students achieve better learning results.

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THE PROCESS OF RITUAL STUDY OF POETRY IN THE PRE QIN AND HAN DYNASTIES FROM THE PERSPECTIVE OF PSYCHOLOGY

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Background: Psychology is a science that studies human behavior and psychological laws. Modern psychology mainly includes biological perspective, cognitive perspective, behaviorism perspective, whole person perspective, development perspective and social and cultural perspective. The cognitive perspective emphasizes cognitive activities or psychological activities, the behaviorism perspective focuses on the degree and quality of the impact of the environment on individuals, and the whole person perspective focuses on people's spiritual core, believing that people have the internal demand for growth and goodness. The combination of psychology and education is mainly embodied in educational psychology, that is, in a specific educational situation, carry out conscious and phased practical application according to the psychological laws and change characteristics of both teaching subjects and objects. Educational psychology can be applied to curriculum design, teaching method improvement and teaching motivation guidance to help students deal with difficulties and challenges in life and learning. From the perspective of psychology, excavating the important value and teaching enlightenment of the ritual process of the study of poetry in the Pre-Qin and Han dynasties, and teaching integration and design of the development of the study of poetry can effectively improve students' grasp and learning of the ritual process of the study of poetry in the Pre-Qin and Han dynasties. From the perspective of psychology, analyzing the ritual process of "poetry" learning in the Pre-Qin and Han dynasties, constantly enriching the teaching of "poetry" and innovating teaching methods and modes can effectively promote students to grasp the essence of learning, improve their negative learning emotions caused by the dryness of ancient literature learning, and improve the quality of teaching. The so-called ritual of the study of poetry means that the scholars of poetry use ritual meaning to say poetry, so that poetry becomes the carrier of ritual meaning. The process of the ritual study of "poetry" in the pre Qin and Han dynasties is from the breeding of "poetry" in the ritual music of the Western Zhou dynasty, to Confucius emphasizing ritual and creating opportunities for the ritual study of "poetry", then to the contribution of Han Confucianism to the Ritual Study of "poetry" and the construction of the ritual system of "poetry" with elegant songs, to the final "preface to Mao poetry" becoming the great achievement of the Ritual Study of "poetry". The study of poetry can help us improve our aesthetic quality and cultural connotation, enhance cultural self-confidence, and stimulate our learning and inheritance of excellent culture. However, in the current university education, students are not interested in the study of ancient literature, and in the study of poetry, they show learning fatigue, fatigue and other learning states, showing negative emotions and manifestations such as anxiety, irritability and evasion, which further affects the quality of learning. Therefore, from the perspective of psychology, by enriching and innovating teaching means and helping them understand the literary connotation through the ritual learning process of poetry in the Pre-Qin and Han dynasties, we can effectively improve students' learning enthusiasm and learning efficiency.

Objective: To further grasp the law of teaching process and students' psychological characteristics from the perspective of psychology, analyze the cultural value and teaching enlightenment in the process of ritual learning of poetry in the Pre-Qin and Han dynasties, use multimedia and other teaching tools to realize the innovation of teaching content, teaching scheme and teaching means, improve students' learning ability of ancient Chinese literature, and then improve the teaching level and quality.

Research objects and methods: The research takes the students with learning and psychological barriers in the literature major of a university as the research object. Firstly, it collects the data of the students' learning status and the basic situation of curriculum teaching, and then integrates the ritual process of the study of poetry in the Pre-Qin and Han dynasties into the teaching process to innovate and change the teaching mode. And the intervention research on the research object is carried out with this teaching mode.

Method design: First, grade the students' learning disabilities and classroom learning, and then analyze the influencing factors of teaching methods and teaching effects with the help of meta-analysis and principal component analysis. Then, the teaching mode is innovated and applied in practice. The experimental time is 2 months. After the experiment, the change data of students are collected, and the experimental data are processed by statistical analysis tools.

Methods: Principal component analysis was used to extract and analyze the factors affecting the teaching effect, and the innovative teaching model was used to analyze the improvement of students in the process of learning ritual of poetry in the Pre-Qin and Han dynasties.

Results: The psychological perspective can effectively guide teachers to grasp the characteristics of the teaching process and the psychological law of students, so as to improve the teaching effect of the ritual process of learning poetry in the Pre-Qin and Han dynasties, and mobilize students' interest and initiative in learning ancient literature. Table 1 shows the statistics of teaching effect scores under different classroom teaching modes.

Table 1. Statistics of teaching effect scores under different classroom teaching modes

Evaluation dimension	Richness of teaching content	Literary depth understanding	Learning enthusiasm	Relief of psychological disorders
New mode	21.49±4.53	15.17±3.34	21.15±7.13	23.76±3.37
Old mode	19.69±3.15	25.37±1.06	12.44±5.13	18.24±4.10

Conclusions: With its rich cultural core and internal logic, the study of poetry provides an important ideological weapon for people's treatment of people and affairs, and the ritual process of the study of poetry shows the ancient people's affirmation of the cultural value. Analyzing the value and ritual process of "poetry" from the perspective of psychology can better extract the classics of "poetry" on the basis of grasping students' psychological laws and learning characteristics, so as to improve their learning initiative, improve learning obstacles and improve teaching quality.

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RESEARCH ON THE INFLUENCE OF COMPUTER SOFTWARE TALENT TRAINING MODEL INNOVATION ON ALLEVIATING COLLEGE STUDENTS' ANXIETY

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Background: The psychological status of college students has not been fully developed, and they are very vulnerable to the influence of the surrounding environment and others. Research has shown that about 20%-47% of college students have varying degrees of psychological discomfort, and anxiety is the psychological problem with the highest incidence. When dealing with the relationship between the external environment and their own psychology, students are prone to conflict, and the handling of interpersonal relations and the worry about employment prospects will cause students' anxiety. The anxiety psychology of college students includes social anxiety, examination anxiety, employment anxiety and so on. Anxiety disorder is a very complex psychological and emotional disorder. It is usually manifested in motor agitation and sympathetic hyperactivity, often accompanied by negative emotions such as anxiety, shame, disappointment, anxiety, fear and so on. Appropriate anxiety can make students in a more active learning state and have a more active attitude towards themselves and the environment. However, excessive anxiety will cause students' resistance and affect the quality of learning and daily life. As the main body of the teaching mode, the enthusiasm and learning efficiency of students participating in the classroom will affect the teaching quality and the completion of teaching objectives. At the same time, the quality of curriculum teaching effect and the focus of teaching training plan will also affect the enthusiasm and initiative of students participating in the classroom and the difference of their professional ability and practical ability. The students' mood and employment value will be changed. With the acceleration of the process of global integration, network computer and its related majors have attracted more and more attention. However, with the increase of the number of graduates of computer and its related majors over the years, the employment situation has been further exacerbated, resulting in graduates unable to find jobs and employers unable to recruit people. At present, the cultivation of computer professionals in colleges and universities mainly focuses on the study of their theoretical knowledge, but less on the cultivation of their practical ability and professional skills. The industrial market of professional education content is seriously disjointed, which makes the theoretical knowledge and exercise ability of students become "empty talk", and the employment problem has gradually become an important factor affecting students' psychological problems. At the same time, students are facing more complex interpersonal and academic problems in college social life, which is easy to produce impetuous psychology, and then ignore the cultivation of their own professional scientific literacy. Various pressures and problems make college students have negative emotions such as anxiety, worry and depression. Therefore, understanding the psychological development characteristics of computer majors in colleges and universities, paying attention to the anxiety expressed by the problems they encounter in education and learning, and properly intervening them, promoting the innovation of talent training mode and strengthening the application ability of students to technical software can greatly improve students' anxiety and improve their mental health level.

Objective: In order to improve the anxiety psychology of college students, alleviate their anxiety symptoms and help them improve their mental health level, this paper studies the innovation of computer software talent training mode, that is, accelerating the reform of teaching methods, teaching methods and teaching objectives, so as to realize the intervention of college students' psychological anxiety.

Research objects and methods: This study takes 400 college students majoring in computer science and suffering from different degrees of anxiety in a university as the research object, innovates the training mode of computer software talents, and explores its alleviation of college students' anxiety.

Method design: Firstly, the data of computer teaching methods and effects, students' learning and psychological anxiety symptoms were collected and sorted out. Through the reform of computer teaching mode to speed up the innovation of talent training scheme, and with the help of Self-rating Anxiety Scale (SAS), this paper analyzes the changes of psychological anxiety of computer majors in the three-month experimental time, and explores the intervention mechanism of computer software talent training mode innovation to alleviate the anxiety of college students.

Methods: With the help of social statistical analysis tool SPSS20.0. This paper makes a statistical analysis on the anxiety relief of students after the innovation of computer software talent training mode and teaching mode.

Results: On the premise of analyzing the current situation of computer teaching and the influencing factors of students' anxiety psychology, after innovating and improving the computer teaching mode and training scheme, it was found that students' professional skills and literacy had been significantly improved, which effectively alleviated students' anxiety psychology. Table 1 shows the scores of the psychological anxiety scale of the two groups of students after the experiment.

Table 1. The scores of psychological anxiety scale of the two groups of students after the experiment

Anxiety dimension	Before the experiment		After the experiment	
	Average value	Standard deviation	Average value	Standard deviation
Interpersonal relationship	2.15	1.96	3.74	2.32
Learning state	2.76	1.19	3.04	1.41
Employment prospects	3.15	1.98	4.59	2.06
Life emotion	2.75	1.47	3.97	1.65

Conclusions: The innovation of talent training mode for information and computer science majors is of great significance. We must promote the continuous innovation of professional teaching in order to lead the progress of the industry. Colleges and universities should pay attention to the targeted training and post adaptability of computer students, speed up the innovation of training mode, and ensure the teaching quality and efficiency of information computer specialty. At the same time, the transformation of teaching mode can effectively improve students' anxiety and mental health.

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FORMATION SURROUND TRACKING CONTROL OF MULTI-AGENT SYSTEMS WITH COMMUNICATION DELAY IN THE CONTEXT OF COGNITIVE IMPAIRMENT

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Background: Cognitive impairment refers to the impairment of memory, time and space orientation function, executive ability and language understanding. It can be divided into dysfunction and clinical disorder, and dysfunction is the main factor affecting its network use. Dysfunctions include memory disorder, problem solving disorder, attention disorder, language understanding and expression disorder, calculation disorder and visual reading disorder. Research at home and abroad shows that people with cognitive impairment can effectively improve their daily life and cognitive activities by using personal digital assistant and computer-assisted learning. Effective early intervention for cognitive impairment can improve the cognitive level of patients, improve their attention and understanding, and help them make better cognitive judgment and decision-making. However, due to the difference of their own cognitive level, there is a certain gap between patients with cognitive impairment and ordinary people in judgment and decision-making, and there is also a certain difficulty in the use of technical products. The design concept of some technical products is less, covering the cognitive characteristics and behavioral needs of this group, reducing their product experience and satisfaction. For example, multi-agent system pays attention to the connection between part and the whole and the coordination and order of information interaction, but there is a deviation in understanding and perception of the form and content of information when patients with cognitive impairment perceive information, which is very easy to make their sense of information

conflict with the original cognition, increasing the difficulty of information extraction. At the same time, the formation surrounding tracking control of multi-agent system involves the formation control, task allocation and coordination and tracking methods in the theory of multi-agent cooperative control system. Its essence is to explore the consistency of the system and pay more attention to the grasp of the integrity of the system. However, due to the differences in network speed and resource status among agents, the overall communication timeliness and performance stability of the system are affected, affecting its operation accuracy. At the same time, under the influence of communication delay, the application effect of multi-agent system control algorithm is difficult to meet the needs of some patients with cognitive impairment, which affects the improvement of its application effect. Therefore, from the perspective of cognitive impairment, the time-delay technology of multi-agent system control algorithm under communication delay is improved to speed up the optimization and improvement of tracking and inclusion system, which can effectively meet the needs of patients with cognitive impairment and optimize system technology.

Objective: To optimize and improve the multi-agent control system with the help of the background of cognitive impairment, improve the cognitive bias of some users with cognitive impairment, improve their cognitive level, and promote the further improvement of the multi-agent system under the communication delay.

Research objects and methods: The study selected some patients with cognitive impairment as the research object, collected their views on multi-agent system and related product experience, and then established the fault and saturation model of agent formation, taking the data information fed back by the research object as the constraints of the model and adaptive fault-tolerant control law. Then the model can effectively meet the cognitive needs of patients with cognitive impairment and promote the optimization of the model.

Method design: The collected use information related to cognitive impairment is introduced into the agent formation saturation model, and the gain method to solve the controller is obtained by the construction method, so that the follower can track the leader according to the expected formation. Then, the improved control optimization model is used to intervene patients with cognitive impairment, collect the remission of cognitive impairment and the application effect of formation surrounding tracking control of multi-agent system, and obtain the experimental results.

Methods: The construction method was used to improve the model controller, and the formation surrounding tracking control model before and after the improvement was used to compare the improvement mechanism of cognitive impairment, and the data were analyzed with the help of statistical analysis tools.

Results: Different degrees of cognitive impairment will interfere with people's information judgment and extraction, and affect their cognitive evaluation and consumption experience. The improvement of multi-agent control system based on the background of cognitive impairment can greatly improve the accuracy of formation surrounding tracking model and improve the cognitive level and practical ability of patients with cognitive impairment. Table 1 shows the score improvement statistics of patients with cognitive impairment before and after the experiment.

Table 1. Statistical improvement of scores of patients with cognitive impairment before and after the experiment

Dimension	Problem solving obstacles	Attention disorder	Computational barrier	Visual dyslexia
Before the experiment	26.51±1.25	21.34±0.52	19.47±1.16	18.59±0.68
After the experiment	15.23±1.01	14.26±0.11	13.26±1.22	11.20±0.26

Conclusions: The development of science and technology has greatly improved our living standards and quality, and made the agent gradually move towards our life. Due to its good robustness and reliability, multi-agent system is widely used to solve practical application problems. With the help of cognitive impairment background, the formation surrounding tracking control system of multi-agent system is optimized, which greatly improves the learning and reasoning ability of the algorithm, improves the cognitive level of patients with cognitive impairment, and has good application value and practicality.

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APPLICATION OF FLIPPED CLASSROOM TEACHING MODEL IN COLLEGE ENGLISH TEACHING FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology is the use of psychological theories or research results to carry out educational intervention. It refers to the conscious and phased practical application according to the psychological laws and change characteristics of both teaching subjects and objects in a specific educational situation. Educational psychology can be applied to curriculum design, teaching method improvement and teaching motivation guidance to help students deal with difficulties and challenges in life and learning. Based on psychology, educational psychology constructs the relationship between the two disciplines, including the relationship between students' personality development and educational environment, the relationship between ability development and knowledge learning, social development and standardized learning, and the regularity between the effectiveness of teaching and talent training. Educational psychology can develop many special fields to study educational problems. It pays attention to the cultivation concept of people-oriented and student-centered, which provides a psychological scientific basis for the setting of diversified courses. Teaching method is the link between teachers' teaching plan and students' actual learning effect. As far as foreign language education is concerned, various schools of pedagogy in history have directly established their own theoretical system based on the corresponding psychological point of view. Teaching is a process of interaction with students. The essence of teaching is the choice of methods. On the basis of analyzing the psychological characteristics of teachers and students, choosing appropriate teaching methods according to relevant language materials can achieve different teaching effects. Different psychological characteristics and goal orientation will lead to students' different attitudes and enthusiasm towards English learning, and there is a large gap between students' English level and ability. Therefore, students only study with the mentality of coping with exams and blindly pursuing grades, ignoring the improvement of English ability. Flipped classroom teaching makes teaching more targeted, and displays the teaching content in various forms of teaching methods, which gives students more autonomy and practicality to a certain extent. However, the flipped English teaching model still has some deficiencies in improving students' enthusiasm and initiative to participate in the classroom, and it is difficult to grasp the law of students' psychological changes in the teaching process. Therefore, in order to strengthen the interaction between teachers and students and realize efficient classroom, the current English teaching should pay attention to the innovation and reform of flipped classroom teaching mode, and pay full attention to the needs and psychological changes of students from the aspects of the design of teaching content, the selection of teaching resources and the evaluation of teaching mode from the perspective of educational psychology, so as to improve their psychological status.

Objective: To analyze the law and characteristics of students' psychological changes in the teaching process with the help of educational psychology, so as to improve the teaching quality and teaching effect of college English teaching application flipped classroom, cultivate students' comprehensive English ability, and explore a model suitable for the characteristics of college English teaching.

Research objects and methods: The research takes English majors in a university as the research object. Firstly, it collects the basic information about the learning problems and needs of college students and the current situation of English teaching, and then innovates and optimizes the college English flipping classroom teaching mode, so as to build a new flipping mode that meets the psychological needs of students and the characteristics of English teaching, different classroom teaching schemes were randomly adopted to test the intervention mechanism and optimization effect of educational psychology on the psychological status of students.

Method design: With the help of principal component analysis, this paper makes a factor analysis on the students' psychological factors affecting the teaching effect, and then innovates and optimizes the flipped classroom of English teaching, analyzes the changes of learning quality and learning effect of the experimental subjects in three months with the new model, and makes a statistical comparison of the students' data under different teaching schemes before and after the experiment. To explore the model of flipped classroom in college English teaching from the perspective of educational psychology.

Methods: SPSS22.0 analysis tool to process the experimental data, factor extraction and regression coefficient test the influencing factors with principal component analysis, and analyze the changes of teaching situation before and after the experiment with the new flipped classroom optimization model.

Results: From the perspective of educational psychology, examining the psychological characteristics of teachers and students in the teaching process and finding out the measures of teaching improvement can cultivate practical talents with high comprehensive quality and adapt to the development of the times. From the perspective of psychological research, it has greatly improved students' mental health. Table 1

shows the statistics of teaching effect scores under different classroom teaching modes.

Table 1. Statistics of teaching effect scores under different classroom teaching modes

Evaluation dimension	Richness of teaching content	The burden of homework	Learning enthusiasm	Innovation of learning
New mode	21.35±4.52	14.16±3.34	19.25±7.13	23.86±3.47
Old mode	19.78±3.14	25.37±1.25	12.44±5.11	18.24±4.13

Conclusions: Educational psychology can provide a theoretical basis for classroom teaching and lay a psychological scientific foundation for the study of China's teaching reform. It is committed to serving practical education. On the basis of grasping the psychological law and teaching law of the subject and object of teaching, it can teach students according to their aptitude, teach without category, and greatly improve the teaching level and quality, fully mobilize the enthusiasm and initiative of students to participate in the classroom, and improve the level of mental health.

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AN EMPIRICAL ANALYSIS OF THE EFFECT OF MUSIC EDUCATION IN COLLEGES AND UNIVERSITIES INTEGRATING MUSIC CULTURE IN DIFFERENT REGIONS ON STUDENTS WITH AFFECTIVE DISORDER

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Background: With the rapid development of the times, people's pace of life is accelerating, and all kinds of pressure are pouring in. College students in colleges and universities will inevitably feel different degrees of pressure. Academic anxiety, emotional anxiety, interpersonal anxiety and Employment anxiety are the sources of college students' affective disorder. College students' affective disorder is a psychological burden for them, and some intervention measures need to be taken to alleviate this affective disorder. Relevant studies have found that music can weaken people's negative emotions and make individuals grow emotionally and psychologically. China's regional music culture is rich and diverse, with strong local characteristics. Being able to feel the local people's love for life and people's simple feelings from local music will have a strong impact on the listener's psychology, so as to bring the listener into the music atmosphere with strong local characteristics, then affect the listener's mood and weaken the listener's negative mood. Therefore, in order to improve the mental health of college students, colleges and universities should reform the previous music education, change the previous way of music indoctrination teaching, pay attention to the importance of college students' emotion in music education, integrate music culture from different regions into college music education, let college students feel the charm of music culture from different regions, and improve the mental outlook of college students, continue to inherit the regional music culture that has been increasingly ignored by people, and bring new vitality to the regional music culture.

Objective: Through the reform of music education in colleges and universities, integrate the music culture of different regions into music education in colleges and universities, so that college students can understand people's lives in different regions through regional music culture, feel the cultural characteristics of different regions, understand the thoughts and feelings that those music should convey, and stimulate the burst of college students' emotions through emotional resonance, and taste the charm of music culture in different regions, so as to get emotional sublimation and alleviate emotional barriers. In this process, we should improve the teaching quality of music teachers, make good use of multimedia and network technology, and increase the music atmosphere for classroom teaching.

Research objects and methods: The research objects are college students. Through stratified cluster random sampling, 60 college students from different majors, grades and regions are selected in the public elective course of music education in a university. After the beginning of the experiment, they were given music education to integrate into the music culture of different regions. The experimental time was 2 months, with one class per week and one class for 90 minutes. Before and after the experiment, the relevant data were collected in the form of questionnaire, and the emotional changes of college students

were collected by Symptom Checklist-90 (SCL-90). The influence of specific factors was quantified by 0-4 scoring system. 0 indicates irrelevant, 1 indicates slight influence, 2 indicates general influence, 3 indicates obvious influence, and 4 indicates complete influence. The 1-5 grade scoring system is used to quantify the psychological status of college students. The higher the score, the more serious the symptoms are. SPSS software is selected as the processing software of relevant data. The average value of the obtained results shall be calculated, and the number after the decimal point shall be rounded. This data processing method can reduce the influence of subjective factors. This paper analyzes the results and discusses the effect of college music education integrated into music culture in different regions on college students' emotional disorder.

Results: After the experimental data were processed by SPSS software, we can see the impact of college music education integrated into music culture in different regions on college students' affective disorder. The scoring results are shown in Table 1.

Table 1. The influence of college music education integrated into music culture in different regions on college students' emotional disorder

Grade	Music type	Emotional atmosphere	Situational teaching
Freshman	3	4	3
Sophomore	4	3	4
Junior	4	4	4

In Table 1, in the college music education integrated into the music culture of different regions, different educational measures have different effects on college students' affective disorders. From different grades, freshmen feel that music education can have the greatest impact on the emotional atmosphere, with a score of 4 points, followed by music types and situational teaching. The impact of these two measures is the same, with a score of 3 points. Junior students believe that music type, emotional atmosphere and situational teaching are very important.

Conclusions: Through the college music education integrated into the music culture of different regions, college students feel the characteristics of different regions and the emotions expressed in the music. They are quite touched. They have a deep understanding of the saying of "moving people with beauty and making people with beauty", and their emotions become positive. After this music education, college students feel that the regional music culture should continue to be inherited, keep pace with the times and innovate constantly.

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INFLUENCE OF MUSIC TEACHING REFORM AND INNOVATION ON STUDENTS WITH COGNITIVE IMPAIRMENT IN COLLEGES AND UNIVERSITIES

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Background: College students are the main objects of education in China. Generally speaking, college students will have a certain degree of anxiety after leaving the high school campus environment and entering the university campus, and they will have different degrees of cognitive impairment when facing the unfamiliar university campus environment. From the perspective of psychology, the main reason for college students' cognitive impairment lies in the improvement of the difficulty of college education and the increase of the knowledge involved in college teaching, which has an impact on students' conventional cognition, resulting in cognitive impairment. In addition, in psychiatry, cognitive impairment is recognized as a mental disorder with cognitive deficiency. Patients with cognitive impairment cannot understand external things and express their inner thoughts. It is a mental disease that seriously affects students' normal life. In view of the current situation of college education, in view of the cognitive obstacles of college students, colleges and universities continue to improve the teaching system and teaching mode, and urge teachers to formulate teaching plans from the aspect of students' psychological cognition. However, it is undeniable that college students' cognitive impairment has gradually shifted from curriculum learning to daily life. In order to better alleviate college students' cognitive impairment, it is necessary to implement teaching management for college students. Some studies suggest that cultural teaching such as music teaching can be carried out in college teaching to affect students' cognitive impairment and alleviate

students' ideological impairment through music perception.

Music teaching in colleges and universities is one of the main subjects in colleges and universities of art, and it is also one of the subjects that students focus on. In colleges and universities of art, teachers usually teach music courses mainly based on practice and supplemented by theory. From the current music teaching in colleges and universities, we can know that in the traditional music teaching, teachers' focus on the theoretical teaching of music is not high, mainly to guide students to use relevant music knowledge for practical learning. In practical learning, students' basic ability can be greatly increased, but it is undeniable that while students' practice increases, their theoretical knowledge is relatively backward, and the backwardness of theoretical knowledge is disadvantageous to the spread of music culture. In music teaching, theoretical culture is of great value. Students can understand the core ideas contained in music in theory. After the lack of theoretical knowledge, students' cognition will have problems. In order to ensure the cognitive problems of students in the learning process, the research puts forward the reform and innovation mode of music teaching in colleges and universities from the perspective of the treatment of students' cognitive impairment, in order to improve the teaching quality of art colleges and alleviate students' cognitive impairment at the same time.

Objective: This paper discusses the cognitive impairment of students in music teaching courses in colleges of art, analyzes the impact of cognitive impairment on music teaching reform and innovation, and puts forward the path of music teaching reform and innovation to alleviate students' cognitive impairment.

Study design: Taking the music majors in an art college of a university as the research object, the level of cognitive impairment of all students in college learning is counted. Finally, the correlation between music teaching innovation and cognitive impairment is analyzed with senior students as the main research object. The changes of music scores and the number of cognitive impairments of senior students from freshman to senior were counted, and the impact of teachers' teaching reform and innovation in the process of music teaching on students' cognitive impairment was analyzed.

Results: The changes of cognitive impairment of senior students and the application ability of hot music during the four-year teaching period are shown in Table 1. Table 1 shows that senior students have serious cognitive impairment in the four-year teaching process, the number of students decreases, and the number of students with strong application ability of music increases.

Table 1. Changes of cognitive impairment in students' learning (n=78)

Content		First year	The second year	The third year	The fourth year
Cognitive impairment	Strong	18	11	9	4
	Commonly	21	18	14	9
	Weak	12	14	10	7
Music application ability	Strong	17	29	33	45
	Commonly	32	31	32	23
	Weak	29	18	13	10

Conclusions: The cognitive impairment of college students is common, and it is also an urgent problem to be solved. In the research, aiming at students' cognitive impairment, this paper analyzes the current situation of music majors' cognitive impairment, and explores the impact of teachers' teaching reform and innovation on students' cognitive impairment in music teaching. The results show that students' cognitive impairment has been gradually alleviated in the reform and innovation of music teaching, and it can be seen that most music majors' music application ability has also begun to be gradually improved, indicating that the reform and innovation of music teaching can alleviate students' cognitive impairment to a certain extent, help students improve their cognitive ability, and finally achieve the improvement of professional curriculum ability. Therefore, in college education, college leaders and teachers need to focus on students' cognitive impairment, use teaching reform to realize the rehabilitation treatment of students with cognitive impairment, and provide guarantee for students' future development.

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INFLUENCE OF E-COMMERCE ON INTERNATIONAL ECONOMY AND TRADE UNDER THE OBSTACLE OF THINKING LOGIC AND ITS COUNTERMEASURES

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Background: Thinking is the reaction and generalization of human brain to objective things. Individual thinking includes image, logic and epiphany. Among them, logical thinking is an advanced form of thinking. Logical thinking refers to a way of thinking formed by individual judgment and reasoning in the process of cognition. It is an abstract response to objective reality. It has strong abstract characteristics and reveals the essential attributes of things. The individual's thinking logic obstacle is mainly caused by three reasons: concept, appearance and tool. The individual's cognition of the connotation and extension of things is relatively vague, and he can't grasp the essential attribute characteristics and core connotation of things, resulting in the thinking logic obstacle to the concept of things. Due to the lack or interference of the representation of things, students may also have thinking logic obstacles. The reconstruction of the image of objective things in the process of individual cognition of things fails, and the correct image of things is not established in their mind. It is difficult for the representation to connect the connotation of things with the representation, thus forming thinking logic obstacles. And in the process of cognitive understanding of things, individuals can not establish a reasonable thinking model, which may also lead to thinking logic obstacles.

Driven by the rapid development of the information age is the globalization of economic regions, and the e-commerce platform has gradually expanded its business to all over the world. Therefore, cross-border e-commerce has been born. As the main channel of international trade, cross-border e-commerce can not only drive economic development, but also promote the transformation and development of China's foreign trade. For cross-border e-commerce, cultural exchange is the foundation of cross-border e-commerce construction and a key part of promoting the development of cross-border e-commerce communication. In consumer consumption, consumers in the e-commerce platform for cross international goods, the thinking logic under cultural differences makes it difficult for consumers to accurately judge the credibility of goods in the e-commerce platform. Moreover, under the influence of thinking logic obstacles caused by consumers' cognitive differences, cross-border consumption in e-commerce platforms decreases. On this basis, e-commerce platforms will reduce the trade behavior of cross-border goods for consumers, thus delaying the efficiency of international economic development. However, there is less research on the changes of international economy and trade in e-commerce platform under the obstacle of consumers' thinking logic. Therefore, based on consumers' thinking logic, the research analyzes the impact of e-commerce on international economy and trade, in order to promote China's economic development, meet consumers' consumption psychology and alleviate consumers' thinking logic obstacle.

Objective: To study and analyze the characteristics and development situation of e-commerce, understand the psychological activity characteristics and change rules of consumers with thinking logic obstacles in the process of e-commerce consumption, and understand the thinking characteristics of consumers when shopping on the e-commerce platform. The research analyzes the thinking logic obstacles of consumers on the e-commerce platform, discusses the relationship between e-commerce and international economy and trade from the perspective of thinking logic obstacles, deeply analyzes the impact of e-commerce on international economy and trade, provides reference for promoting the development of e-commerce economy, and expects to put forward the construction path of e-commerce platform to help alleviate the thinking logic obstacles of consumers.

Research design: The research analyzes the development of e-commerce and the development situation of international economy and trade, understands the consumer psychology and emotion of consumers on the e-commerce platform, analyzes the thinking logic obstacles of e-commerce consumers, and explores the e-commerce consumption psychology and behavior characteristics of consumers with thinking logic obstacles. Using the method of correlation analysis, this paper understands the impact of e-commerce on international economy and trade under the obstacle of consumer thinking logic, studies the correlation between e-commerce economic development and international economy and trade under the obstacle of thinking logic by using Spearman correlation coefficient, and discusses the internal relationship between e-commerce and international economy and trade. Through the calculation of the correlation coefficient between e-commerce and international economy and trade, we can understand the impact of the development of e-commerce economy on the changes of international economic and trade situation.

Results: The analysis results of the impact of e-commerce on international economy and trade under thinking logic barriers are shown in Table 1. Factors such as e-commerce transaction volume, transaction person times, online person times of e-commerce platform and the proportion of consumers with thinking logic barriers have an impact on international economy and trade.

Table 1. Analysis results of the impact of e-commerce on international economy and trade under the obstacle of thinking logic

Factor	International economy and trade
Turnover	3.16
Number of transactions	2.95
Online person times of e-commerce platform	2.77
Proportion of consumers with thinking logic disorder	3.06

Conclusions: The development of economic globalization has led the domestic economy to gradually tend to globalization. In order to meet the needs of consumers, e-commerce platform has also begun to face the international stage. In order to understand the impact of e-commerce platform on international economy and trade after internationalization, study and discuss the impact of consumer thinking logic barriers on transactions in e-commerce platform. The results show that under the influence of consumers' thinking logic barriers, e-commerce platforms will introduce cross-border goods according to consumers' needs, and then affect the international economic and trade situation.

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ROLE OF IDEOLOGICAL AND POLITICAL CONSTRUCTION OF COLLEGE ENGLISH CURRICULUM IN ALLEVIATING STUDENTS' PSYCHOLOGICAL OBSTACLES

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Background: Psychological disorder refers to the psychological abnormality of an individual, or the abnormal behavior of an individual. Behavioral abnormalities include all observable actions or activities, involving a wide range. The boundary of psychological abnormality will change to a certain extent with the changes of the times and society. To judge whether a person's behavior is abnormal or not, we need to put it in his objective environment, and then judge it according to the social situation at that time. Suffering from psychological disorders will have a serious impact on the body and mind of individuals, even endanger their lives, threaten their safety and affect social security. Among the mental disorders of psychological disorders, according to the severity of mental disorders, they can be divided into serious mental abnormalities and mild mental abnormalities. Schizophrenia is a serious mental abnormality. Mild mental abnormalities are manifested in neurasthenia, anxiety, depression, etc., in addition, there are psychosomatic disorders caused by physical reasons, such as postpartum mental disorders psychological abnormalities caused by different psychosomatic diseases. When an individual is in a special environment, it will also cause psychological abnormalities, such as those caused by being at high altitude. Psychological obstacles also include thinking obstacles, emotional obstacles and other obstacles.

In Colleges and universities, psychological obstacles exist in a large number of students. Under various learning pressures, students' emotions will fluctuate in varying degrees, including mild mental disorders, such as anxiety disorder in varying degrees caused by learning, interpersonal relationship, examination, employment and other reasons, depression caused by lack of self-confidence, low self-esteem and other factors. In the "small society" of campus, students will inevitably have different degrees and types of psychological obstacles. For the problem of students' psychological obstacles, Chinese educational circles have put forward a new educational concept, namely curriculum thinking and politics. It advocates the combination of curriculum thought and politics in subject teaching, and guides students to establish correct three views in the teaching process, which plays a positive role in promoting students' mental health. Therefore, we should apply the course of Ideological and political education in college English teaching to explore its role in alleviating students' psychological obstacles.

Objective: To study the mental health status of college students, analyze the psychological obstacles of students, and on this basis, determine the path of Ideological and political construction of college English courses, improve the teaching plan, tap the potential of Ideological and political education, improve students' English level, give full play to teachers' leadership and stimulate students' learning enthusiasm, Alleviate students' psychological obstacles. Optimize the content of foreign language teaching, study the differences between Chinese and English cultures, correctly understand western culture, do not worship blindly, affirm Chinese mother tongue culture, establish good values, and be proud of Chinese mother tongue culture, so as to weaken students' psychological barriers and give students motivation for learning. Innovate teaching methods, properly use guided discussion, increase students' sense of participation, and let students have a certain right to speak. In the process of group discussion, their enthusiasm for

participation is improved, which has a certain inhibitory effect on students' psychological obstacles.

Research objects and methods: The research objects are college English majors. 330 English majors were randomly selected from three universities to understand their personal information, learning situation, mental health status and other information. These English majors were taught English with the integration of curriculum thought and politics. The experimental time was one semester, during which the relevant experimental data were recorded. The fuzzy evaluation method is used to evaluate the impact of the reformed English teaching model on the psychological disorder of English majors. The quantitative score of relevant influencing factors adopts grade 1-5. 1-3 points respectively indicate no impact, slight impact and general impact, and 4 and 5 points respectively indicate obvious impact and complete impact. Through SPSS21.0 software for relevant experimental data processing and analysis.

Results: In colleges and universities, many college students will have different degrees of psychological obstacles. In order to intervene the psychological obstacles of college students, the concept of "curriculum thinking and politics" is introduced into subject teaching. Applying the course of Ideological and political education in college English teaching, we should reform English teaching from five aspects: teaching design, teaching content, teaching methods and teaching practice. In the evaluation of the impact of the reformed English teaching model on the psychological barriers of English majors, innovative teaching methods can significantly affect the psychological barriers of freshmen. The impact score is 4 points. The results are shown in Table 1.

Table 1. The influence of the reformed English teaching model on the psychological barriers of English majors

Grade	Improve teaching design	Optimize teaching content	Innovative teaching methods	Enrich practical teaching
Freshman	4	4	5	5
Sophomore	4	5	5	5
Junior	5	5	4	5

Conclusions: Through the ideological and political construction of college English curriculum, students can establish correct three views, correctly treat western culture, have a sense of identity with Chinese mother tongue culture, and improve students' political literacy. In a good teaching atmosphere, improve learning enthusiasm and alleviate students' psychological obstacles imperceptibly.

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MULTI FACTOR ANALYSIS OF PSYCHOSOCIAL AND ECONOMIC FACTORS OF MENTAL STRESS OF RETURNED OVERSEAS CHINESE UNDER EPIDEMIC SITUATION

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Background: As the most serious public health emergencies in recent years, COVID-19 has had a great impact on the global economy. Under the influence of COVID-19, despite the rapid response of our country to minimize the impact of the epidemic, we have to admit that the economic losses caused by the epidemic are still hard to gauge. Analyzing the mechanism of COVID-19's impact on macro-economy, the major public health emergencies not only affect the income and risk of the economic environment, but also affect the emotions of the masses, thus causing the masses to have irrational expectations for the economic market. They will overestimate or underestimate the demand for products in the market, and the estimation bias will further hamper the development of the economic market. There are many factors affecting the economic obstruction, especially under the influence of the epidemic, including the reduction of social activities, the imbalance between product supply and demand, and the limited consumption capacity. At the same time, under the influence of the epidemic, great changes have taken place in international relations, a large number of international trades have been cancelled, and international social activities in the economic market have been damaged, resulting in the loss of the domestic economy for a long time.

Under the epidemic situation, the most worrying thing is the safety of overseas Chinese. Compared with the domestic epidemic situation, the overseas epidemic situation is more serious. The safety of overseas Chinese living abroad is also the concern of the national government and all sectors of society. In order to ensure the physical and mental health of overseas Chinese, China has launched a series of special channels to ensure that overseas Chinese can go home safely. However, after the impact of the epidemic, most

overseas Chinese will have obvious mental pressure after returning home. After returning home, the overseas Chinese are facing the influence of social and international public opinion. Most people complain about the returned overseas Chinese in a reprimanding tone, believing that transnational behavior is easy to aggravate the domestic epidemic. At the same time, the overseas Chinese are facing international malicious remarks against China, and they are under great mental pressure after returning home. At the same time, with the continuous improvement of Chinese people's ideology and culture, overseas Chinese face great changes in domestic ideology after returning home, and they can't adapt in time, resulting in serious mental pressure. During this period, the attention of the media from all walks of life to the return of overseas Chinese has increased significantly, and the social pressure brought by the voice of the media will also significantly change the social psychology of overseas Chinese. Moreover, in the severe economic social environment, the social life problems faced by overseas Chinese after returning home will also aggravate their mental pressure. In order to help returned overseas Chinese relieve their mental stress, this paper studies and analyzes the relevant factors of returned overseas Chinese's mental stress, in order to find the path and method of relieving their mental stress.

Objective: To explore the main changing factors in China's economic changes under the epidemic situation, collect the mental stress status of overseas Chinese after returning home, and count the social voice with overseas Chinese returning home as the keyword on social media, so as to determine the social psychology of overseas Chinese, and analyze the correlation between the social psychology and economic factors of overseas Chinese mental stress.

Study design: 20 returned overseas Chinese were investigated in the follow-up mode to evaluate the mental stress status of overseas Chinese after returning home, evaluate the social psychology of overseas Chinese, and determine the economic factors of economic changes under the epidemic through grey correlation analysis. Logistic multiple regression analysis was used to evaluate the correlation between social psychology and social activities, product supply and demand and consumption ability of returned overseas Chinese.

Results: The multi factor analysis between the psychosocial and economic factors of the mental stress of returned overseas Chinese is shown in Table 1. Table 1 shows that social activities, product supply and demand, consumption capacity and economic factors can affect the mental pressure of returned overseas Chinese.

Table 1. A multifactor analysis of the psychosocial and economic factors of the mental stress of returned overseas Chinese

Factor		OR (95%CI)	P
Social activities	Increase	1.00	<0.05
	Reduce	2.17(1.06-4.75)	
Product supply and demand	Balance	1.00	<0.05
	Unbalance	3.61(1.39-5.77)	
Consumption capacity	Strong	1.00	<0.05
	Intensity	3.34(1.73-5.91)	

Conclusions: Economic recovery and development under the epidemic is a macro issue considered by the country, while personal psychological anxiety and stress are micro issues that the country must consider. In the study, the mental stress of returned overseas Chinese was followed up to evaluate their psychological and emotional changes after returning home. Combined with the country's economic development under the epidemic, the impact of relevant economic factors on their mental stress was analyzed. The results show that in the logistic multiple regression analysis, the mental stress of returned overseas Chinese is affected by many economic factors. Therefore, it can be learned that under the epidemic situation, the national strategy of micro personal emotion regulation through economic recovery and development is correct, and under the influence of economic factors, personal emotional pressure will be significantly affected. Maintaining economic growth can effectively alleviate personal mental pressure.

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ANALYSIS ON THE NECESSITY OF CULTIVATING THE MENTAL HEALTH OF STUDENTS MAJORING IN ADMINISTRATION

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Background: Mental health training is an important part of moral education in colleges and universities. In the process of mental health training, cultivate students' positive psychological quality, which can promote the improvement of college students' employment competitiveness and help solve the employment problems of graduates. Positive psychological quality comes from positive psychology. It is a positive psychological state that individuals show in the process of learning and growth. In the face of the challenges brought by work, individuals maintain self-confidence and succeed through action. They show the quality of perseverance in setting goals. In the process of realization, they will make flexible adjustments according to the situation, correctly understand the objective things around them, always maintain a positive state, and maintain a toughness to overcome difficulties and succeed in the face of difficulties. Positive psychological qualities are self-confidence, hope, optimism, resilience and so on. Self-confidence can also be called self-efficacy factor, which is the belief that individuals achieve their goals by using the resources around them. Self-confidence comes from rich experience accumulation, which requires individuals to be fully prepared before completing the task and before starting the task in the process of practice, so as to take into account the possible things, so as to show a kind of self-confidence. In addition, in the process of hard action, we should have positive faith and hope for what we have done. We should maintain an optimistic attitude towards what will happen and analyze what we have at present. In the face of difficulties, we should have a kind of psychological toughness and be able to actively adjust the current direction of efforts, so as to achieve the goal.

In the teaching of administration major in colleges and universities, the employment situation of students majoring in administration is not ideal, and many students have low expectations for the major. Limited by the specialty itself, students have a low sense of professional identity and low sense of self-worth. They feel that the occupation of administration is relatively simple, and the administrative work is cumbersome and boring. Therefore, they are confused about the direction of future employment, and are not very satisfied with the knowledge learned in this specialty. They regret choosing this specialty. The salary income of the administrative management major is not high, which leads to the idea of changing careers in the employment choice of the administrative management major students. They feel that they have wasted campus time and are anxious about their work, resulting in employment anxiety. In addition, students majoring in administrative management have a relatively shallow understanding of the professional role of administrative management. They think that this profession is only a supporting role in serving people, which can not reflect their own value. They think that anyone can do this job, which is not challenging and has a large psychological gap. From the psychological status of college students majoring in administration, we can see that students' satisfaction with their major is not high, and students have mental health problems. It is very necessary to solve students' mental health problems and carry out mental health training. Therefore, in order to guide students to establish correct three views and have a clear professional understanding, it is necessary to carry out mental health training.

Objective: To analyze the mental health problems of college students majoring in administration, study the causes, and explain the necessity of mental health training. On this basis, we should reform the teaching of administrative management, change students' views on the political management profession, find out the role orientation and self-identity, so as to reduce the emergence of mental health problems. Improve students' professional quality, seriously study and practice in the teaching process of administrative management, improve students' psychological tolerance, guide students to establish correct values, mature and improve their own personality, improve students' mental health level under the influence of positive psychological quality, and increase students' employment competitiveness.

Research objects and methods: The research objects are students majoring in administration in school. 180 students majoring in administration were randomly selected from 4 universities. Understand the students' personal situation, learning situation, views on the major of administrative management and employment plan, and carry out the reformed administrative management teaching for the selected students. The experimental time is 2 months, and the relevant experimental data are recorded during the experimental period. The fuzzy evaluation method is used to evaluate the impact of administrative management teaching on the mental health problems of administrative management students after the reform. The quantitative score of relevant influencing factors is 0-4. The score has a positive correlation with the degree of influence, and the experimental data are processed by SAS software.

Results: The cultivation of mental health plays an important role in the teaching of administrative management. Teaching reform should be carried out according to the mental health problems of students majoring in administration. After the teaching reform, the mental health level of students has been improved. The self-confidence score of freshmen is 3. The results are shown in Table 1.

Table 1. Evaluation of students' positive psychological quality after teaching reform

Grade	Self-confidence	Hope	Optimistic	Toughness
Freshman	3	3	3	4
Sophomore	3	3	4	3
Junior	4	4	3	4

Conclusions: Integrate mental health training into administrative management teaching, and carry out targeted teaching reform according to the mental health problems of administrative management students. After the teaching reform, students' learning enthusiasm has been significantly improved, students' sense of professional identity has increased, and students' mental health has been improved.

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THE POSITIVE INFLUENCE OF THE CONSTRUCTION OF THE LONG-TERM MECHANISM OF “THREE COMPLETE EDUCATIONS” ON STUDENTS’ MENTAL HEALTH

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Background: In college education, the cultivation of students' mental health is an important educational content outside the teaching of professional courses. In college learning, the learning tasks faced by students are different from those in the past. Under the multiple influence of environment and learning pressure, students are prone to negative emotions such as psychological anxiety and depression. At the same time, the negative attitude brought by students' negative emotions makes it difficult for students' academic achievement to be significantly improved. In the current college education, the cultivation of students' mental health mainly lies in the high-efficiency ideological and political education. Ideological and political education is the main way to help college students accept and digest correct values, in which the responsibility of ideological and political teachers is extremely important. According to the current situation of ideological and political teaching in colleges and universities, the attention of colleges and universities to ideological and political education still cannot reach the ideal state, which leads to the difficulty of fully solving the psychological problems of students in ideological and political teaching in colleges and universities. And with the continuous progress of modern society, enterprises or units in the society begin to improve the overall high-quality requirements of talents, so it is more necessary to improve the ideological concept of college students. In order to achieve this step, teachers' teaching concept also needs to be improved in line with social development. Teachers' teaching concept directly affects students' psychological and emotional changes in the process of learning, so it is imperative to change teachers' teaching concept.

In order to better carry out ideological and political education and cultivate students' mental health, the party put forward the concept of “three complete educations” in the spirit of the 16th National Congress, hoping to strengthen the ideals and beliefs of college talents with the help of the whole staff, whole process and whole process education mode in the “three complete educations”. The study puts forward the need to build a long-term mechanism for the “three complete educations”, including the institutionalization, procedure and standardization of the “three complete educations”. It is worth affirming that the construction of the long-term mechanism of “three complete educations” will greatly improve the ideological and political education environment in colleges and universities and help teachers obtain more perfect teaching ideas. At the same time, in the construction process of the long-term mechanism of “three complete educations”, it can gradually help teachers acquire new knowledge, establish teachers' unique teaching system, and improve teachers' professional level and teaching ability. Ideological and political education has been significantly improved under the long-term mechanism of “three complete educations”, but how to use the ideological and political education under the long-term mechanism of “three complete educations” to alleviate students' negative psychological emotions and cultivate students' healthy psychology is unknown. Therefore, taking students' mental health as the research object, this paper analyzes the positive impact on students' mental health in the construction of the long-term mechanism of “three complete educations”, in order to provide reference and suggestions for the construction of college teaching system.

Objective: This paper discusses the construction direction of the long-term mechanism of “three

complete educations”, analyzes the impact of the construction of the long-term mechanism of “three complete educations” on the teaching of ideological and political education, and then analyzes the positive impact of ideological and political education on students’ mental health under the construction of the long-term mechanism of “three complete educations”.

Study design: Taking a college student as the research object, this paper uses principal component analysis to determine the specific factors affecting students’ psychological emotion in ideological and political education, so as to improve ideological and political education with the help of the theory of “three complete educations”, and puts forward the long-term mechanism of “three complete educations”, so as to optimize the teaching system of ideological and political education. Select 100 students for teaching practice, evaluate the psychological changes of students before and after teaching, and analyze the impact of the construction of the long-term mechanism of “three complete educations” on students’ mental health.

Results: The psychological changes of students in the construction of the long-term mechanism of “three complete educations” are shown in Table 1. Table 1 shows that students’ negative emotions gradually decrease and positive emotions gradually increase in the teaching process.

Table 1. Psychological changes of students in the construction of long-term mechanism of “three complete educations” ($n=110$)

Project	Before teaching	After teaching	<i>P</i>
Number of positive psychologies	41	97	<0.05
Number of negative psychologies	69	13	<0.05

Conclusions: The cultivation of college students’ mental health is the key content of college education. How to use ideological and political education to establish students’ healthy psychological concept is very important. Based on the long-term mechanism of “three complete educations”, this study discusses the impact of ideological and political education on students’ psychological problems in the construction of the long-term mechanism of “three complete educations”. The results show that the construction of the long-term mechanism of “three complete educations” can effectively help students establish a good positive psychology. Therefore, in the cultivation of college students’ mental health, using new teaching ideas to build and improve the ideological and political teaching system can significantly improve students’ positive psychology and promote students’ future development.

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RESEARCH BASED ON THE NEW CONCEPT OF DISABLED PEOPLE’S PSYCHOLOGICAL INTEGRATION AND SOCIAL SUPPORT

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Background: Under the background of the new era, the main contradiction of society has changed, and the focus of society and government is people’s mental health. With the improvement of people’s material living standards, the mental health of people with disabilities has attracted extensive attention from all walks of life. According to the latest data of China Disabled Persons’ Federation, the proportion of disabled persons in China is as high as 6% of the total population, and this proportion shows an upward trend year by year. Most people with disabilities have different degrees of psychological problems due to the influence of physical diseases or obstacles. According to the medical data, compared with the normal group, the mental health level of the disabled is lower, and they are more prone to negative psychology such as anxiety and depression, which leads to the lower overall mental health level of the disabled. The psychology of disabled people is not only affected by physiological factors, but also by employment conditions. Employment is the main means for the disabled to obtain income, which is also the way for them to integrate into society. It is believed that the level of employment and the quality of mental health of the disabled will also have a direct impact on the level of employment and the quality of life of the disabled. However, there are few studies on the influencing factors of the mental health of the employed disabled, which plays an important role in improving the mental health of the disabled.

Some studies have pointed out that the mental health problems of the disabled are caused by the interaction between the individual and the social environment, and the help and support of the surrounding environment to the disabled is the main reason affecting the mental health of the disabled. Social support is the expressive or instrumental support provided by others. It is real and felt by individuals. It can be divided into subjective support and objective support. Subjective support is to understand social support. It is the subjective feeling and evaluation of the degree of individual support from the outside world, which is also to evaluate the social support from the subjective aspect. Some studies have shown that individuals have a positive effect on self-worth, sense of belonging, sense of goal and self-worth through the integration of social resources, so as to enhance their subjective well-being. Some scholars believe that subjective well-being is closely related to personal mental health. Domain social support plays a positive role in mental health. The greater the domain social support, the more happiness and happiness people feel. In recent years, academic circles generally believe that the disabled and normal healthy people have good social support and social relations, which will promote their physical and mental health.

Objective: In order to analyze the impact of the mental integration and social support model of the disabled based on the new concept of the disabled on the mental health level of the disabled, in order to contribute to the improvement of the mental level of the disabled.

Research objects and methods: 100 disabled people were selected as the research object. After applying the psychological integration and social support model of disabled people based on the new concept of disabled people, the psychological status was evaluated by the ordering points to identify the clustering structure (options) algorithm. The experimental period lasted for 3 months. The evaluation content includes six aspects: self-affirmation, job satisfaction, optimism, resilience, hope and self-efficacy. The evaluation results are analyzed by the five-grade scoring standard of 0-4. 0, 1, 2, 3 and 4 respectively mean no impact, slight impact, impact, strong impact and obvious impact. The ratio of the number of people with improvement rate influence, strong influence and obvious influence to the total number of people. In order to ensure the reliability of the research results, the average value of all objects is taken as the final result.

Methods: Through SPLM data analysis software, this paper analyzes the impact of the mental integration and social support model of the disabled based on the new concept of the disabled on the mental health level of the disabled.

Results: Table 1 refers to the effects on the mental health level of the disabled before and after the application of the mental integration and social support model of the disabled based on the new concept of the disabled. It can be seen from Table 1 that after the application of this model, the mental health level of the disabled has been significantly improved, and the improvement rate shows an increasing trend with the increase of application time. Therefore, from the perspective of the new concept of disability, the psychological integration and social support model of the disabled has a positive psychological intervention effect.

Table 1. The effect of mental integration and social support model of disabled people based on the new concept of disabled people on the mental health level of disabled people before and after application

Mental health indicators	After 1month	After 2 months	After 3 months
Self-affirmation	72.0	81.0	86.0
Job satisfaction	72.0	82.0	87.0
Optimistic	71.0	82.0	84.0
Toughness	74.0	82.0	89.0
Hope	73.0	82.0	86.0
Self-efficacy	75.0	82.0	86.0

Conclusions: The social support program for the psychological integration of disabled people based on the new concept of disabled people proposed by the Institute helps to improve the mental health level of disabled people, which also plays an irreplaceable role in the harmonious development of society.

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CONSTRUCTION OF COMPUTER TECHNOLOGY PERSONALIZED RECOMMENDATION MODEL BASED ON ALLEVIATING E-COMMERCE USERS' CHOICE ANXIETY

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Background: Choice anxiety disorder has become one of the common diseases of urban people. It is the anxiety caused by being unable to decide when facing many similar choices, which makes people feel panic. Choosing the performance of anxiety disorder will always hesitate, and it is difficult to make the following final conclusion. In the normal view, it is a normal psychological reaction, but there are such people who make any choice, no matter big or small, is very painful for them. This phenomenon is often called choice anxiety disorder. For example, some people think they should choose a more promising industry, college students think they should choose a more ideal university, and bosses think their newly profitable projects could have earned more. With the changes of economic development mode and social and cultural background, people have also changed in the cultural, social and psychological factors of online shopping. Online shopping has overturned the previous consumption mode and brought many problems. Many people are addicted to online shopping, resulting in online compulsive selective anxiety buying behavior, which has a serious impact on people's study and life. Compulsive online shopping choice anxiety disorder refers to a repetitive purchase activity on the Internet without strong purchase intention, accompanied by inner conflict. Individuals have emotional distress, but they can't stop, which seriously affects their study and life. Some scholars use subjective well-being to evaluate the psychological emotion of patients during online shopping. Subjective well-being is a self-perception evaluation composed of positive emotion, negative emotion and life satisfaction. From the definition, it can be seen that patients with obsessive-compulsive online shopping choice anxiety will have a strong emotional component in the process of shopping and are eager to alleviate it through shopping, after that, it often produces negative emotions such as anxiety, which greatly affects the individual's subjective feeling of well-being.

With the rapid development of Internet technology, China's e-commerce has not only developed in the direction of light industry and food industry, but also gradually developed rapidly in the fields of foreign trade, resources and heavy industry, and opened up a new world. At present, the e-commerce personalized recommendation system still has great defects, does not fully consider the perception of user experience, and the research on the needs of users is still insufficient. It also needs practical recommendation to facilitate users' cognition and improve the quality of users' decision-making, so as to alleviate the symptoms of users' choice anxiety. Therefore, this study integrates multi-agent technology into e-commerce personalized recommendation service to alleviate users' choice anxiety.

Objective: With the rapid development of Internet economy, obsessive-compulsive online shopping choice anxiety has become a common problem in the development. Based on obsessive-compulsive online shopping choice anxiety, this study analyzes the current situation of obsessive-compulsive online shopping in patients with choice anxiety, and discusses the relationship between people's online compulsive shopping and subjective well-being, anxiety and depression, advocate people's moderate online shopping from a new perspective.

Research objects and methods: This paper mainly selected 1000 experimental volunteers with online shopping choice anxiety in a city, including 480 boys and 520 girls. The monthly online shopping cost is less than 210-yuan, 703 yuan between 1000-and 2000-yuan, 51 yuan between 2000 and 3000 yuan, and 36 yuan more than 3000 yuan.

Study design: All the experimental volunteers were evaluated by global well-being scale (GWB), Self-rating Anxiety Scale (SAS) and Self-rating Depression Scale (SDS), and the correlation between the factors of each scale was analyzed. Among them, GWB includes six factors: worry about health, energy, satisfaction and interest in life, melancholy or happy mood, control of emotion and behavior, relaxation and tension anxiety, with a total of 33 items, including 9 reverse scores. The higher the score, the stronger the subjective well-being. SAS includes 20 items, with grades 1-4. The higher the SAS standard score, the more serious the anxiety symptoms. SDS includes 20 items, which are scored by grade 1-4. It can simply and intuitively reflect the subjective feelings of patients with depression. The higher the SDS standard score, the more serious the depression.

Methods: The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

Results: There was a significant negative correlation between anxiety and depression and the factors and total score of overall well-being ($P < 0.05$). The higher the overall well-being, the lower the degree of anxiety and depression. On the contrary, the lower the level of individual anxiety and depression, the higher the overall well-being. See Table 1.

Table 1. Correlation between anxiety, depression and the total score of overall well-being

GWB	SAS	SDS
Health concerns	-0.404**	-0.370**
Energy	-0.478**	-0.509**
Satisfaction and confidence in life	-0.336**	-0.409**
A melancholy or pleasant state of mind	-0.535**	-0.566**
Control of emotion and behavior	-0.517**	-0.531**
Relaxation and tension anxiety	-0.463**	-0.416**
Total score of overall well-being	-0.618**	-0.628**

Note: * $P < 0.05$, ** $P < 0.01$.

Conclusions: In the Internet era, online shopping consumption subverts the traditional shopping experience. Online items are richer and payment is more convenient. Consumers can buy without leaving home. Therefore, the Internet may lead to more choice anxiety and purchase behavior. Choice anxiety will feel guilt and conflict, so they don't want others to see their shopping behavior, and the concealment of online shopping just meets the requirements. Domestic research on online shopping choice anxiety has just started, but the Internet has penetrated into people's life. It is very necessary to pay attention to people's online shopping choice anxiety and help people face life with a positive attitude.

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ANALYSIS ON THE INFLUENCE OF CHANGSHA URBAN BRAND SELF MEDIA COMMUNICATION ON THE PSYCHOLOGICAL EMOTION OF POST-90S GROUPS

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Background: In psychology, psychological emotions such as anxiety, tension, anger, depression, sadness and pain are collectively referred to as psychological negative emotions, sometimes referred to as negative emotions. The reason why people call these emotions is that such emotional experience is not positive, the body will also have discomfort, and even affect the smooth progress of work and life, which may cause physical and mental injury. Some people accumulate negative emotions. If released in the office, such as sighing in front of colleagues, frowning and making bitter gourd faces, negative emotions are likely to infect colleagues and make the atmosphere of the office depressed. If negative emotions are not released, people will hold back "internal injury" and express violence. Once negative emotions occur, you can make yourself in a sweating state by participating in physical exercise or outdoor activities, which is also a process of relaxing yourself. You can also imagine and look forward to some beautiful things to make yourself physically and mentally happy instead of complaining. Of course, the way some people deal with negative emotions is to sleep. There is a feeling that everything is new after waking up. Some people choose to take a bath, take a bath, sauna, massage and other physiological enjoyment to forget their negative emotions. Research shows that about 15%-20% of the general population have emotional disorders and psychological problems. Previous studies have found that these common physical and mental distress may be related to coronary artery disease, but few people have studied whether there is an association between physical and mental diseases and cardiovascular and cerebrovascular diseases. Psychologists concluded that the findings help doctors screen patients from ordinary psychiatric patients, thereby reducing the risk of death from heart disease and stroke.

With the development of Internet technology, cultural soft power has become an important part of urban competitiveness. As an important part of soft power construction, city brand plays an increasingly significant role in establishing city image, transmitting correct values and telling city stories through the popular we media communication. Therefore, the connotation and communication of urban brand have gradually attracted the attention of researchers at home and abroad. Among them, the communication object, communication mode and attitude effect of urban brand have become the key issues to improve the communication quality of urban brand. In particular, the impact of urban brand communication on the psychological emotions of post-90s groups has attracted the attention of the field of psychological research.

Objective: This study introduces the theoretical model of rational behavior, considers the interactive and diversified characteristics of we media communication, and takes Changsha as an example to study the psychological and emotional impact of urban brand we media communication on post-90s groups.

Research objects and methods: This paper mainly selects 318 people in Changsha as the research object, aiming at the post-90s, that is, a group of people born from 1990 to 1999, whose age range is 21 to 31 years old. According to the post-90s education level, there are 27 people below technical secondary school, 144 people at university, 63 people at junior college, 36 people at senior high school, 48 people at master's degree and above, 146 men and 172 women. The proportion is relatively balanced.

Study design: Self-rating Depression Scale (SDS) was used to evaluate the subjects before and after intervention (3 months). SDS mainly includes four dimensions: psych affective disorder (A), somatic disorder (B), psychomotor disorder (C) and the change of depressive psychological disorder (D). The score limit is 53. A score above 53 indicates depression. The lower the score, the healthier the psychology.

Methods: The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

Results: Compared with the three months before the intervention, the total scores of SDS, psych affective state, somatic disorder, psychomotor disorder and depression of the post-90s group after the intervention decreased significantly ($P < 0.05$). See Table 1.

Table 1. Analysis of variance of repeated measurement of depression level in post-90s before and after the experiment

	Time	SDS	A	B	C	D
Research object	Before intervention	52.13	4.39	19.33	5.45	22.92
	After intervention	30.36	2.35	11.93	3.05	11.54
	<i>P</i>	<0.05	<0.05	<0.05	<0.05	<0.05

Conclusions: The communication intention of post-90s groups significantly affects their urban brand attitude, and their communication intention is affected by their information communication attitude and subjective norms. Subjective norms are influenced by the main body of communication. The attitude of information communication is affected by the channel, theme and communication subject, information display form, interactive experience and the initiative of individual information participation. Moreover, the post-90s with different educational levels have different attitudes towards urban brands. According to the conclusion, five suggestions are put forward as follows: coordinate the layout of urban brand and formulate urban brand strategy. Enrich the connotation of urban brands and strengthen the output of positive themes; Empowering we media channels and giving full play to the advantages of multi-level communication subjects. Adapt to the needs of public opinion and innovate communication forms and means. Pay attention to communication and interaction and strengthen the guidance of public opinion.

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ANALYSIS ON THE INFLUENCE OF THE INNOVATIVE DEVELOPMENT OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES ON ALLEVIATING STUDENTS' ANXIETY

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Background: Anxiety disorder is different from ordinary mental diseases. It not only has all negative emotions, but also may be the accumulation of all kinds of negative emotions. The physiological characteristics of anxiety disorder include insomnia, dreaminess, general weakness, dizziness, headache, dry mouth, loss of appetite, frequent urination, etc. Intellectual characteristics include inattention, dizziness, thinking disorder, etc. Emotional characteristics include irritability, tension, uneasiness, pessimism, etc. The main social characteristics are lack of self-confidence and inferiority. Some studies have pointed out that personality, growth environment and living experience are the main influencing factors of college students' anxiety. College students' anxiety can be divided into five types: learning, economy, emotion, social interaction and employment. College students' anxiety is generally reflected in their psychological anxiety and moral anxiety. Although moderate anxiety has certain positive significance

to life, anxiety is always a negative emotion. Excessive anxiety will bring a series of negative effects to life. Once anxiety is generated, you can make yourself in a sweating state by participating in physical exercise or outdoor activities, which is also a process of relaxing yourself. You can also imagine and look forward to some beautiful things to make yourself physically and mentally happy instead of complaining. Of course, the way some people deal with negative emotions is to sleep. There is a feeling that everything is new after waking up. Some people choose to take a bath, take a bath, sauna, massage and other physiological enjoyment to forget their negative emotions. Anxiety is not only harmful to physical and mental health, but also accompanied by many bad emotions, such as serious sleep disorders, cognitive disorders, mental disorders and so on. Mental health education is an important part of ideological and political education in colleges and universities, but the traditional mental health education of college students generally lacks attention to anxiety. Therefore, this study discusses the impact of the innovative development of ideological and political education on alleviating college students' anxiety, in order to study the characteristics and adjustment countermeasures of contemporary college students' anxiety.

Objective: This study discusses the impact of the innovative development of ideological and political education in colleges and universities on alleviating college students' anxiety, in order to study the characteristics and adjustment countermeasures of contemporary college students' anxiety.

Research objects and methods: In order to alleviate the anxiety of college students, 400 college students with anxiety in a school were selected for questionnaire survey, and the students were randomly divided into two groups. The experimental group, composed of 200 students, gave education to the innovative development model of ideological and political education in colleges and universities. The duration of the experiment was 2 months. The control group consisted of 200 students. The group did not receive special education but only daily education within 2 months. The age range of all college students remained between 18 and 21, with an average age of 19.7.

Study design: Using ideological and political education program to analyze the influencing factors of mood in patients with anxiety disorder, and 200 patients were investigated. After the intervention, a questionnaire survey was conducted on college students with anxiety disorder. According to the survey results, the anxiety and depression of the two groups were mainly analyzed. Among them, anxiety status: the Self-rating Anxiety Scale (SAS) was used to evaluate before and after the intervention (2 months). The score limit was 50 points. More than 50 points indicated anxiety status. The lower the score, the healthier the psychology. Depression: Self-rating Depression Scale (SDS) was used to evaluate before intervention and after intervention (2 months). The score limit was 53 points. More than 53 points indicated depression. The lower the score, the healthier the psychology.

Methods: The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

Results: After the intervention, the scores of the experimental group were significantly lower than those of the control group, and the difference was statistically significant ($P < 0.05$), as shown in Figure 1. This not only shows the effect of ideological and political education on the psychological improvement of young college students, but also shows that the effect of this intervention is significantly better than that of routine daily education. The ideological and political education mode embodies the characteristics of personalization, which can let patients put down their guard, so as to greatly eliminate the symptoms of anxiety and depression.

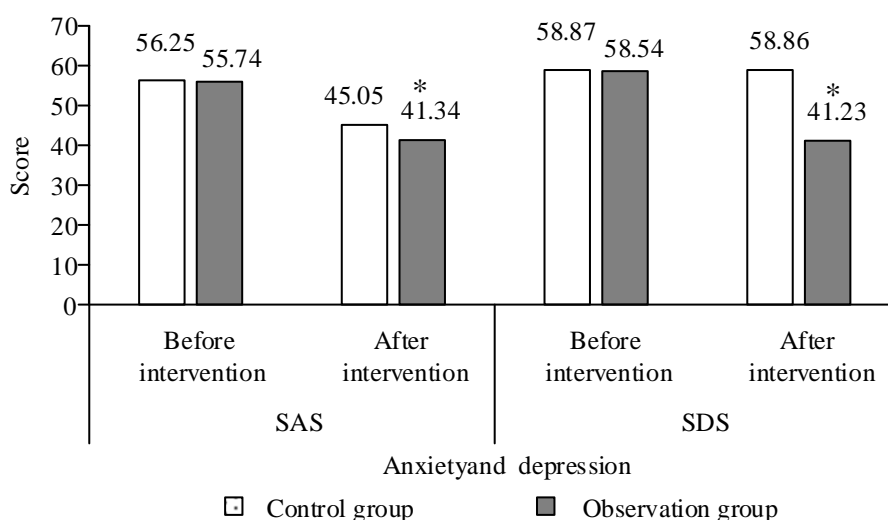


Figure 1. The anxiety and depression of the two groups were compared

Conclusions: The innovative development of ideological and political education in colleges and universities has a great impact on the physical, psychological and behavior of students with anxiety disorder. Anxiety patients with different personalities can adopt different treatment methods, and patients can get diversified and all-round treatment. Different forms of ideological and political education take ideological and political education as the core guiding ideology, but its methods have significant diversity, which can guide students to think from different angles and achieve the purpose of alleviating teenagers' anxiety.

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CONSTRUCTION OF NEW RETAIL SMART CIRCULATION SUPPLY CHAIN SYSTEM UNDER THE BACKGROUND OF COGNITIVE IMPAIRMENT

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Background: The human brain is involved in a wide range of cognitive functions, including learning, memory, language, movement, thinking, creation, spirit, emotion, etc. Therefore, the manifestations of cognitive impairment are also diverse. These manifestations can exist alone, but they often appear together. Cognitive impairment mainly includes: perceptual impairment, such as sensory allergy, sensory retardation, internal discomfort, sensory deterioration, sensory deprivation, pathological illusion, hallucination and perceptual comprehensive disorder. Memory impairment, such as strong memory, memory defect and memory error. Thinking obstacles, such as abstract generalization process obstacles, association process obstacles, thinking logic obstacles, delusions, etc. There are many reasons for the above cognitive impairment, most of which are caused by mental disorders, except for organic diseases. Such as neurasthenia, hysteria, hypochondriasis, climacteric syndrome, depression, obsessive-compulsive disorder, senile dementia, schizophrenia, reactive psychosis, paranoid psychosis, mania, manic depression and so on. For patients with obvious mental and neurological symptoms, such as depression, anxiety and sleep disorder, symptomatic treatment can be carried out according to their condition. On the basis of traditional retail, new retail uses big data and artificial intelligence to accurately mine, locate and guide the consumption needs of online and offline consumers, and quickly improve consumers' shopping experience and meet consumers' escalating consumption needs through a flexible and efficient intelligent supply chain. The new retail reshapes the "people, goods and market" of traditional retail, that is, "customers, categories and scenes". Whether it is "new retail" or "traditional retail", in essence, the ultimate goal is to meet the changing needs of consumers. In the new retail era, the supply chain response ability of retail enterprises is very important. The survey shows that retail enterprise managers generally believe that the biggest challenge in the retail industry is supply chain management. The smart supply chain in the new retail era will no longer be a simple internal support function, but a comprehensive service support function. When designing the smart supply chain from the perspective of consumer demand, we pay more attention to the flexibility and accuracy of the supply chain rather than pursuing economies of scale. End to end data collection and end-to-end operation can quickly respond to the changing picky needs of consumers.

Objective: This study discusses the impact of the construction of the new retail smart circulation supply chain system on alleviating patients with cognitive impairment, and aims to study the characteristics and improvement promotion of the new retail smart circulation supply chain system on patients with cognitive impairment.

Research objects and methods: 400 patients with cognitive impairment were divided into control group (200 cases) and observation group (200 cases). The observation group was given the intervention scheme under the construction mode of new retail smart circulation supply chain system, and the control group was given the routine intervention scheme.

Research design: Before and after the construction of the new retail smart circulation supply chain system, all subjects were evaluated with the Mini-mental State Examination (MMSE), including memory, attention, understanding and time orientation, with a total score of 0-30, which is directly proportional to their ability. The Activities of Daily Living (ADL) was used for evaluation, which involved eating, dressing, grooming, toilet and other dimensions. The total score was 0-100, and the score was in direct proportion to the ability. Judge the curative effect of the new retail smart circulation supply chain system on patients with psychological cognitive impairment.

Methods: The relevant data were analyzed by Excel and SPSS20.0 for calculation and statistics.

Results: There was no significant difference in MMSE score and ADL score between the two groups before intervention ($P > 0.05$). However, after the intervention, the score of the observation group was significantly

higher than that of the control group ($P < 0.05$). As shown in Figure 1.

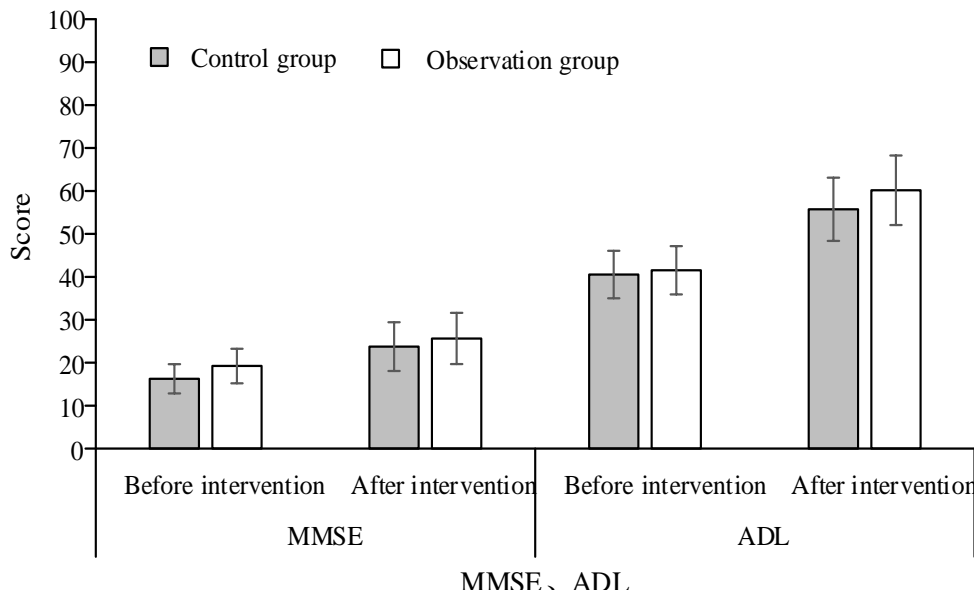


Figure 1. The improvement effect of cognitive impairment in the two groups before and after intervention

Conclusions: The smart supply chain in the new retail era can help retail enterprises better deal with the challenges brought by the highly competitive retail market, diversified consumption channels, rapidly fluctuating market and changing consumer demand. The data collection of smart supply chain is also end-to-end. The data collection of smart supply chain will continue to extend from internal to external, from operation data to consumer behavior data to market and public opinion data, so as to realize comprehensive end-to-end data visualization of supply chain. From R & D to consumers, the circulation chain of smart supply chain has been gradually shortened, and the data flow cost has been continuously reduced. The repeated data processing and analysis separated from each link of the traditional supply chain is transformed into the interconnected mesh data flow and traceable transparent data of the intelligent supply chain, which integrates the originally lengthy and fragmented supply chain, improves the flexibility of the supply chain, makes it closer to consumers and provides the ultimate consumer experience. Smart supply chain gives cold supply chain temperature and passion through closer connection between data and consumers and commodities, so as to enable end consumers to obtain the ultimate shopping experience.

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ANALYSIS ON TALENT TRAINING MODE AND REFORM PATH OF UNIVERSITY THINK TANKS FROM THE PERSPECTIVE OF COGNITIVE IMPAIRMENT

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Background: The incidence of cognitive impairment is very high in schizophrenia. About 85% of patients will have cognitive impairment, such as information processing and selective working memory, short-term memory and learning, executive function and so on. There is a certain correlation between cognitive deficit symptoms and other psychotic symptoms. For example, patients with obvious thinking form disorder will have more obvious cognitive deficit symptoms, and patients with obvious positive symptoms will also have more obvious cognitive deficit symptoms. Mild Cognitive Impairment (MCI) is a transitional state between healthy aging and Alzheimer's disease (AD). It is recognized by researchers and clinicians as a "window" for teaching and delaying the development of AD. Moreover, the global prevalence of MCI is 9.6%-21.6%, which is considered to be a precursor of AD. Therefore, the study of cognitive impairment is particularly important. The research shows that the talent training mode of university think tank has a positive impact on the cognitive function of MCI patients. It is a non pharmacological method to delay the decline of MCI cognitive function. At present, the mental health problems of college students in China have attracted more and

more attention. Because college students are generally under the pressure from school, family, society, employment and other aspects, there are more and more mental health problems, especially mental diseases such as cognitive impairment. Therefore, it is necessary for colleges and universities to reform the talent training mode and integrate physical and mental health.

University think tank is an organization set up in colleges and universities to carry out policy research and decision-making consultation. The organization affects the process of public policy formulation and implementation by forming public policy ideas and cultivating innovative talents. The new think tanks have bid farewell to the positioning of early think tanks with policy research as the core function. Instead, they aim to enhance global competitiveness, build a diversified policy network, emphasize the role of “evidence-based” think tanks, and play a bridge between knowledge and policy supported by research and data. In recent years, China’s university think tanks have developed into an important part of the national think tank system by giving full play to the special advantages of complete disciplines, talent aggregation and high degree of internationalization. However, their main functions are more reflected in decision-making consultation. The function of talent training and the mental health of talents have not been paid enough attention.

Objective: To carry out teaching practice based on the innovative mode of talent training of think tanks for college students, in order to eliminate and improve the symptoms of cognitive impairment of college students, so as to further improve the ability of talent training in colleges and universities.

Research objects and methods: 400 college students with cognitive impairment in colleges and universities in a region were selected as the research object. The students were divided into control group and experimental group, with 200 students in each group for three months. The experimental group used the innovative mode of talent training based on think tanks for teaching, and the control group used conventional teaching courses. Analyze and compare the remission of cognitive impairment between the two groups of college students before and after teaching.

Research design: MMSE was used to evaluate before and after teaching (3 months), including memory, attention, understanding and time orientation. The total score was 0-30, and the score was directly proportional to ability. The ability of daily living (ADL) was evaluated before and after teaching (3 months), involving eating, dressing, grooming, toilet and other dimensions. The total score was 0-100, and the score was in direct proportion to the ability.

Methods: The relevant data were analyzed by Excel and SPSS20.0 for calculation and statistics.

Results: There was no significant difference in MMSE and ADL scores between the two groups before teaching ($P > 0.05$). After teaching, the scores of the observation group were significantly higher than those of the control group ($P < 0.05$).

Table 1. The cognitive function and activities of daily living of the two groups were compared

Group	MMSE		ADL	
	Before teaching	After teaching	Before teaching	After teaching
Control group	12.48	20.42	43.17	60.28
Experience group	11.47	22.63	44.24	65.03

Conclusions: Colleges and universities can rely on the university think tank platform to innovate the student guidance system, formulate and implement talent training plans such as “compound talent training plan” and “interdisciplinary innovation research plan”. Specifically, domestic colleges and universities can learn from the student guidance system of world-famous universities such as Harvard University and Princeton University, and establish a student “revolving door” system based on the college and think tank platform with the link of project or research team, that is, the whole university selects outstanding students with different academic backgrounds, and the think tank project research team forms an “interdisciplinary tutor group”, guide students’ learning from interdisciplinary knowledge and interdisciplinary research methods, so that students can quickly obtain interdisciplinary knowledge and research methods, and further improve students’ knowledge structure system.

Acknowledgement: The research is supported by: Jiangsu University Philosophy and Social Science research project “Analysis on The Development Status and Path of Talent Team Construction of University Think Tank” (2017SJB1784).

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OPTIMIZATION OF THINKING LOGIC OBSTACLE ANALYSIS IN COMPUTER TECHNOLOGY ALGORITHM SIMULATION EXPERIMENT

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Background: Thinking is the reflection of human brain's indirect generalization of objective things and the highest form of human cognitive activities. The materials obtained from perception form concepts through brain analysis, comparison, synthesis, abstraction and generalization. The whole process is called thinking. The process of normal thinking is purposeful, coherent and logical. The specific practice of thinking can get a result and correct the result. Thinking is a pathological state that lacks its inherent logical connection and cannot be understood by normal people, which is called thinking logic disorder. Thinking disorder belongs to a group of important symptoms of mental patients. Because the symptoms of such patients are mainly expressed through language, we can judge whether they have thinking disorder through the expression of patients. At present, the specific manifestations of thinking disorders in clinic mainly include four categories: thinking speed disorder, thinking form disorder, thinking control disorder and thinking content disorder. This classification is suitable for clinical diagnosis, but it focuses on the research of schizophrenic thinking disorder, and pays less attention to organic encephalopathy or other mental thinking disorders. College students should get rid of their own logical thinking obstacles, such as the inability to accurately grasp the connotation of concepts, the misjudgment of reasoning premise, the inversion of cause and effect and so on. There are many different classifications of thinking disorders, including thinking speed disorder, thinking form disorder, lack of purpose orientation, pathological symbolic thinking and so on. Patients occasionally feel that their thinking does not belong to them, that their thinking activities lose their autonomy, or that they are controlled by external forces, such as thinking deprivation, thinking insertion, thinking dissemination and other experiences. People's normal thinking activities have their corresponding introspective experience and can control their own thinking activities. If the thinking activity is abnormal and changes the normal thinking characteristics, it can be called thinking obstacle. With the continuous development of computer technology, machine learning has been widely used in various fields in recent 20 years. In particular, deep learning has achieved unprecedented success in dealing with tasks that need human perception, and natural science is one of the highest achievements of human wisdom. Therefore, using Machine Learning (ML) to solve natural science problems has also become a hot spot in AI circles in recent years. However, the virtual simulation experiment of computer technology algorithm still needs to be further improved. In various virtual experimental environments realized by virtual reality technology, the experimenter can complete various predetermined experimental projects as in the real environment, and the learning or training effect is equal to or even better than that obtained in the real environment. Virtual simulation experiment is an interactive environment for creating and guiding simulation experiments, which is composed of simulation programs, experimental units, tools and references. Users can expand and enrich the laboratory by adding new objects, establishing new experiments and transforming them into hypertext files.

Objective: In the research of computer technology algorithm simulation and optimization, university laboratories need to focus on the problem of thinking logic obstacles in the process of computer technology algorithm simulation and optimization of college students. The purpose of this study is to explore the impact of college students' computer technology algorithm simulation and optimization on college students' thinking logic obstacles.

Research objects and methods: In order to verify the effectiveness of computer technology algorithm simulation optimization teaching in improving patients with thinking logic disorder, 200 students with thinking logic disorder in colleges and universities in a region were selected as the research objects. The subjects were randomly divided into experimental group and control group, with 100 people in each group. The experimental group was given computer technology algorithm simulation optimization teaching. The control group used routine teaching. This paper analyzes the effect of computer technology algorithm simulation optimization teaching to improve students' thinking logic obstacles.

Research design: This study uses the self-designed "college students' thinking logic disorder diagnosis scale" to evaluate students. The scale is divided into qualitative and quantitative, with a full score of 10. The lower the score, the healthier it is.

Methods: The relevant data were calculated and counted by Excel software and SPSS20.0.

Results: After teaching, the total score of thinking disorder in the experimental group decreased significantly ($P < 0.01$), while there was no significant change in the control group ($P > 0.05$).

Conclusions: In terms of simulation hardware, digital computers have been used more than analog computers since the 1960s. Hybrid computer system once stagnated in the 1970s and has a development trend since the 1980s. Due to the development of minicomputers and microprocessors, as well as the

adoption of pipeline principle and parallel operation, there has been a new breakthrough in the improvement of digital simulation operation speed. In terms of simulation software, in addition to further developing interactive simulation language and more powerful simulation software system, another important trend is to combine simulation technology with artificial intelligence to produce simulation software with expert system function. The scale and complexity of simulation models and experimental systems are growing, and the research on their effectiveness and confidence will become very important.

Table 1. Comparison of scale scores between the two groups before and after intervention

Group	Before teaching	After teaching
Experience group	3.20	2.71*
Control group	3.21	3.125
<i>t</i>	0.395	2.863
<i>P</i>	0.807	0.021

Note: Comparison of this group, * $P < 0.05$.

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EVALUATION AND CONSTRUCTION OF BUSINESS ENVIRONMENT FOR THE DEVELOPMENT OF PRIVATE ECONOMY FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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Background: Social psychology is a thinking pattern formed by subjective and subtle evolution. For example, people's understanding of people in a certain country, even if they have not been there or seen it, will think of a certain model, or even biased and extreme elements. For example, in the eyes of many Europeans and Americans, China is still what it was before the reform and opening up, even in the Qing dynasty. Social psychology refers to the whole social psychological state that permeates the society and its groups in a specific period of time. It is the sum of the emotional tone, consensus and value orientation of the whole society. People's general feeling and understanding of social phenomena is a form of social consciousness. It is reflected in people's general life emotions, attitudes, remarks and habits. Social psychology is spontaneous and messy. It is a primary and intuitive reflection of social life. People's social psychological status ultimately depends on the reality of social life, which is directly formed by the stimulation and understanding and feeling of various signs of real life. Social psychology promotes a certain social atmosphere. Ideological system and social psychology are two categories of social consciousness in the field of historical materialism. The former is the advanced form of social consciousness, and the latter is the primary form of social consciousness. This primary form is the basic premise for the formation of ideological system. Due to the different subjects of social consciousness, social psychology is divided into individual psychology and group psychology.

Business environment is an important factor for the healthy growth of private enterprises and the development of private economy. The evaluation and construction of business environment of private economy is of great significance to the development of private economy. In order to attract domestic and foreign investment, the Chinese government has promoted the introduction of many measures to optimize the business environment. Some scholars analyzed the characteristics and challenges of China's competitiveness, the advantages and disadvantages of the macro environment, internal and external challenges and measures to enhance competitiveness. Some scholars have also constructed the tax business environment index system and found that the tax environment shows the characteristics of balanced regional development but low enterprise satisfaction. The research also shows that in a better business system environment, the higher the proportion of time spent by enterprises on production management compared with foreign public relations entertainment, which provides policy enlightenment for improving the policy environment. Generally speaking, the current research mostly evaluates the state-owned business environment and provides relevant suggestions from a certain angle or based on a certain report, and there are few results of multi angle analysis.

Objective: With the slowdown of global economic development, the business environment for the development of private economy needs to be improved. Managers of private enterprises often have negative emotions such as irritability and anxiety, and even cause psychological diseases such as anxiety and

depression, which seriously affect the physical and mental health of enterprise managers, and thus affect their daily life and work. Based on the theory of social psychology, this study constructs a business environment evaluation model for the development of private economy, improves work efficiency, reduces workload, and then alleviates the anxiety and depression of private enterprise managers.

Research objects and methods: In this study, 120 management workers with anxiety symptoms in 30 private enterprises were selected as the research objects. They were randomly divided into research group and control group by random number table method, with 60 people in each group. The research group was given the working mode of the business environment evaluation model for the development of private economy based on social psychology, and the control group was given the traditional method to work.

Study design: Self-rating Anxiety Scale (SAS), Self-rating Depression Scale (SDS) and hospital anxiety and Depression Scale (HADS) were used to evaluate the mental health status of patients.

Methods: The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

Results: After the intervention, the scores of SAS, SDS and HADS in the study group were significantly lower than those in the control group ($P < 0.05$).

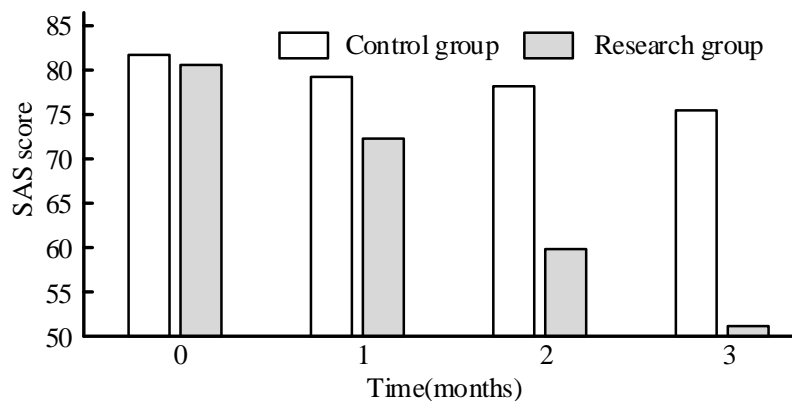


Figure 1. Comparison of SAS, SDS and HADS scores between the two groups

Conclusions: China's relevant financial institutions should continue to provide financing support for China's private enterprises in high-tech industries such as artificial intelligence and robots. Focusing on optimizing the business environment of the private economy, the Chinese government has issued relevant simplification plans and measures, and local governments have also established relevant e-government platforms and adopted measures such as "running once at most" and "one network" to greatly improve the efficiency of government affairs and reduce the operating costs of enterprises. In the future, we should further strengthen the publicity and interpretation of policies, implement key policies, and implement the government supervision and accountability system to ensure the real effectiveness of policy implementation. In addition, in terms of the protection of minority shareholders' rights and interests, corresponding laws and regulations should also be issued to strengthen the protection.

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CONSTRUCTION OF LEGAL PROTECTION SYSTEM FOR THE RIGHTS AND INTERESTS OF PATIENTS WITH DEPRESSIVE MENTAL DISORDERS

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Background: Depressive mental disorder belongs to manic depression. The mental disorder is characterized by slow thinking, depressed emotion, don't want to talk, don't want to go out, mostly just stay at home and slow response to the outside world. It will even have a serious impact on life and work, and make the family bear a greater burden. Relevant research shows that one in ten patients with mental depressive disorder die of suicide, and depressive disorder ranks high in the disease burden in China. The

depression of patients can be divided into mild and severe according to the degree of symptoms. Mild depression will lead to decreased interest, depression and lack of pleasure in the surrounding things. Patients with severe depression will be in a state of pessimism and despair. They feel very painful every minute and have no hope of survival. They will have criminal delusions and hallucinations. Decreased will activity is a symptom of depressive mental disorder. Patients will live a more passive life and are unwilling to contact with others. They usually stay alone in a corner or stay closed, and even affect their normal life and don't care about their image, if you don't pay attention to the hygiene of living habits, sometimes you will say nothing and don't eat, showing painful emotions, and holding your fingers and walking back and forth. Serious decline in will activity will lead to negative and pessimistic thoughts, the concept of suicide, and think that they have no survival value in the world and are redundant people. In addition, depressive mental disorder will also have cognitive impairment and somatic symptoms. In terms of cognitive impairment, patients will not remember recent events, lose attention, slow response to things, increase vigilance, poor ability in abstraction and association of things, unable to carry out normal learning, slow learning speed, stumbling in language expression, gradually weaken the sense of direction, cannot remember the route they have traveled, and their body movements are obviously less flexible and rigid than before. In physical symptoms, sleep disorders occur. The patient's appetite decreases, his weight will slowly drop, and he will be tired and weak. Obviously, it can be seen that the quality of life of patients with depressive mental disorders is not high, and they need the help of others in life. They should be given legal protection to ensure that the life of patients with depressive mental disorders can be carried out normally. In this regard, the construction of the legal protection system for the rights and interests of patients with depressive mental disorders is studied to protect the legitimate rights and interests of patients with depressive mental disorders.

Objective: To understand the current living situation of patients with depressive mental disorders in China, analyze the theoretical basis of legal protection of the rights and interests of patients with depressive mental disorders, as well as the current situation and existing problems of relevant legal protection in China. Based on the legal protection of rights and interests in other countries, clarify the basic principles of constructing the law and the rights and interests that patient with depressive mental disorders should enjoy. By determining the responsibility of guardians and formulating relevant punishment systems, we can ensure the life of patients with mental depression. Improve the relevant supervision system, strengthen the supervision of patients, and carry out psychological intervention to alleviate their depressive mental disorders. Finally, through the construction of the legal protection system, let the depressed mental patients enjoy the legitimate rights and interests, and ensure that their life can continue normally.

Research objects and methods: The research objects are patients with depressive mental disorders. Understand the current living conditions, family conditions and condition of patients with depressive mental disorders, analyze the relevant application functions of the constructed legal protection system for the rights and interests of patients with depressive mental disorders, and record the relevant data. The influence of the legal protection system of rights and interests on patients with depressive mental disorders was evaluated through fuzzy evaluation, and the relevant influencing factors were quantified. The score was 1-5 grade, which was positively correlated with the degree of influence, and the SAS software was used to process and analyze the data.

Results: Patients with depressive mental disorders had different degrees of disorders in mood, thinking, will, cognition and body. The quality of life of patients decreased significantly. Their life and work cannot be carried out normally. In serious cases, it will bring a heavy burden to the family, and the legitimate rights and interests of patients cannot be guaranteed. As the best weapon to protect citizens' legal rights, law can be applied to the protection of the rights and interests of depressive mental disorders. According to the situation of patients with depressive mental disorders, we should build a legal protection system for their rights and interests. Through the construction of the legal protection system of rights and interests, the legitimate rights and interests of patients are protected. In the construction of the system, the impact score of improving the compulsory medical system on young patients with depressive mental disorder is 5 points. The results are shown in Table 1.

Table 1. Influence of legal protection system of rights and interests on patients with depressive mental disorder

Age group	Improve the compulsory medical system	Improve the supervision system	Determine the responsibilities of Guardians
Youth	5	5	4
Young and middle-aged	4	4	5
Middle age	5	5	5

Conclusions: By constructing the legal protection system for the rights and interests of patients with depressive mental disorders, the legitimate rights and interests of patients can be guaranteed. Clarify the responsibilities of the guardian, so that patients can get basic care and ensure the quality of life. Under the perfect supervision system, the patient's condition has been timely intervened, and the depressive mental disorder has been alleviated, which is expected to recover.

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RESEARCH AND EXPLORATION ON THE NEW MODEL OF FINANCIAL AND ACCOUNTING EDUCATION STRUCTURE IN COLLEGES AND UNIVERSITIES UNDER COGNITIVE IMPAIRMENT

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Background: Cognition refers to a process in which the human brain processes external information and transforms it into internal psychological activities or understanding. Cognition involves a wide range, including memory, language, logical reasoning and so on. When an individual's cognitive function is impaired in any aspect, cognitive impairment occurs. Cognitive impairment, also known as cognitive impairment, is mainly caused by various external influencing factors or internal pathological factors. When the brain's advanced intelligent processing process related to learning, memory and thinking is abnormal, which leads to a series of manifestations such as aphasia, apraxia, learning impairment and memory impairment, it can be judged that the individual has certain cognitive impairment. There are many types of cognitive impairment, and they are closely related and can affect each other, which greatly hinders the accuracy of diagnosis and the effectiveness of treatment. The basic causes of cognitive impairment show a certain diversity. Brain aging, craniocerebral trauma, cerebrovascular diseases, chronic systemic diseases, mental and psychological states, environmental factors and so on may lead to a great negative impact on the high-level neurological function of individual cerebral cortex, resulting in cognitive impairment of different severity. As a kind of mental disease, the psychological state of patients with cognitive impairment is extremely unstable. Patients with cognitive impairment will not only show typical symptoms such as memory impairment, visuospatial impairment, executive dysfunction and computational impairment, but also may have a series of complications, which will eventually lead to the loss of basic daily living ability, which is a heavy burden for patients and their families. At present, the social economy is showing a rapid development trend, and the problem of less reserve of accounting professionals is becoming more and more obvious, which is difficult to meet the needs of social and economic development. In the traditional mode of financial and accounting education in colleges and universities, there are a series of problems, such as outdated teaching methods, single teaching means, lack of rationality of teaching structure and so on. This will lead to greater pressure on college students majoring in finance and accounting, and then cognitive impairment. In the new economic form, it is very important to optimize the structure and mode of accounting education in colleges and universities. Through the improvement and innovation of teaching methods, we can deepen and implement the reform measures of accounting teaching, so as to improve the teaching effect and students' mental health level, and finally effectively improve the cognitive impairment of college students.

Objective: The rationality of financial and accounting education structure in colleges and universities plays a decisive role in its educational effect. The research will make an in-depth analysis of college students with cognitive impairment, in order to obtain the application effect of the new model of financial and accounting education structure in colleges and universities, as well as the impact of the model on students with cognitive impairment.

Research objects and methods: 47 accounting students with cognitive impairment, a total of 94, were randomly selected from the accounting majors of the two universities. Based on the model of "three rings, four sides and independent development", we should update the structure of financial and accounting education in colleges and universities. The Montreal Cognitive Assessment (MoCA) is used to compare and analyze the cognitive impairment of students before and after the implementation of the new model of financial and accounting education structure in colleges and universities. Combined with students' mental health status and financial and accounting professional learning results, we can obtain the impact of the new model of financial and accounting education structure in colleges and universities on students with

cognitive impairment.

Research design: Taking principal component analysis as the main research method, and taking the new model of financial and accounting education structure in colleges and universities as intervention measures. 94 students with cognitive impairment were asked to receive a three-month educational intervention. By comparing and analyzing the level of cognitive impairment of students before and after the intervention, we can know the application effect of the new model of financial and accounting education structure in colleges and universities. The MoCA used is mainly to evaluate the functions of cognitive fields such as memory, language and executive function, with a total score of 30 points. If the student's MoCA evaluation score is not less than 26 points, it indicates that he does not have cognitive impairment.

Methods: SPSS24.0 and Excel software sort out and analyze the obtained data information.

Results: Table 1 shows the application effect of the new model of financial and accounting education structure in colleges and universities, which is specifically reflected in the change of students' cognitive impairment level. According to Table 1, before the implementation of the new model of financial and accounting education structure in colleges and universities, students' cognitive impairment symptoms were more serious and their MoCA score was low. After the implementation of this model, the MoCA score of the tested students increased significantly.

Table 1. The impact of the new model of financial and accounting education structure in colleges and universities on the level of students' cognitive impairment

Evaluation time	Before intervention	One month intervention	After 2 months intervention	After 3 months of intervention
MoCA score	12.34±1.25	14.78±1.07*	21.85±1.13*	28.59±1.02*

Note: Compared with that before implementation, * $P < 0.05$.

Conclusions: Cognitive impairment has a great negative impact on students majoring in finance and accounting. After analyzing the performance of students' cognitive impairment, the proposed new model of college finance and accounting education structure can significantly improve students' cognitive impairment and ensure the learning effect of accounting courses on the basis of alleviating their cognitive impairment.

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COOPERATIVE EDUCATION STRATEGY OF TRACK AND FIELD TEACHING IN COLLEGES AND UNIVERSITIES AND ITS IMPACT ON COLLEGE STUDENTS' PSYCHOLOGICAL ANXIETY

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Background: In the current environment of increasing social competition, anxiety has become a common negative emotion. College students are in an important turning stage of life, and their social role and psychological maturity will change to a certain extent. When they face various external pressure sources, they are likely to have different degrees of psychological anxiety. The causes of college students' psychological anxiety have a certain diversity, mainly covering six levels: Freshman anxiety, academic and examination anxiety, employment anxiety and interpersonal anxiety. The so-called freshman anxiety mainly refers to that when most college students enter the university campus, they are difficult to adapt to the forced and independent environment. When they bear heavy academic tasks, they also need to deal with their daily life independently. The change of the external environment and the transformation of their own roles make college students show some weakness in coping, which leads to freshman anxiety. Academic and exam anxiety refers to that college students will show some tension or worry in the face of credit requirements when facing the knowledge difficulty that is completely different from that of high school courses. They are too worried that they will not be able to successfully pass the exam and obtain the corresponding credits, and then lose their confidence and toughness in taking the exam, and finally face the college exam and daily learning with a negative attitude. Employment anxiety usually appears near graduation. In the process of job hunting in many job fairs, written tests and interviews, college students may encounter blows such as rejection of resumes and failure of interviews. With the extension of the job-hunting period, college students' job-hunting confidence will gradually weaken and eventually produce

employment anxiety. Interpersonal anxiety refers to that when facing classmates or roommates from all over the world, college students often fail to properly deal with interpersonal relationships or even give up making friends due to their introverted and shy personality and differences in personal living habits. College students with psychological anxiety will be negatively affected in their normal learning activities and daily life, which will greatly hinder their all-round development.

The cooperative education strategy of track and field teaching in colleges and universities refers to the integration of physical education curriculum into the comprehensive promotion of moral education curriculum. Although the teaching of track and field specialty is a physical education discipline, there are moral education materials integrating richness and diversity in its subject knowledge and skills. Using track and field teaching in colleges and universities to implement collaborative education strategy can effectively cultivate college students' moral ideas, emotional attitudes and values on the basis of improving their physical quality. The integration of track and field teaching and moral education can promote the all-round development of college students. When the cooperative education strategy shows a certain implementation effect, the ideological and moral and mental health level of college students will be improved, and their psychological anxiety will be effectively alleviated.

Objective: To explore the implementation path of collaborative education strategy of track and field teaching in colleges and universities, and its impact on college students' psychological anxiety. The purpose of the research is to ensure the application effect of collaborative education strategy of track and field teaching and promote the alleviation of college students' psychological anxiety.

Research objects and methods: Through the random number table method, 145 college students with psychological anxiety were selected as the research objects. Hamilton Anxiety Scale (HAMA) and Beck Anxiety Inventory (BAI) were used to evaluate the anxiety of college students.

Research design: Before and after the implementation of collaborative education strategy in track and field teaching in colleges and universities, HAMA and BAI were used to evaluate the psychological anxiety of 145 college students. HAMA adopts grade 5 evaluation standard, from 0 to 4, indicating asymptomatic, mild, moderate, severe and extremely severe. It is mainly divided into 14 evaluation items, including anxiety, fear, tension, cognitive function, etc. HAMA's score threshold for judging whether there is psychological anxiety is 14 points. If it is greater than 14 points, it indicates that the subject is accompanied by anxiety.

Methods: Factor analysis is used to evaluate the influence of collaborative education strategy of track and field teaching in colleges and universities on college students' psychological anxiety. The HAMA and Bai data were statistically analyzed by MATLAB software. All measurement data were expressed in the form of mean \pm standard deviation, and $P < 0.05$ was taken as the standard with statistical significance.

Results: Before and after the implementation of the collaborative education strategy for track and field teaching in colleges and universities, the psychological anxiety scores of college students are shown in Table 1. According to Table 1, compared with that before the implementation, the HAMA score and BAI score at different time nodes after the implementation showed different degrees of reduction, and the psychological anxiety of college students was significantly alleviated, and the difference was statistically significant ($P < 0.05$).

Table 1. Evaluation results of psychological anxiety at different time nodes before and after the implementation of collaborative education strategy for track and field teaching in colleges and universities

Evaluation time	HAMA score	BAI score
Before implementation	28.17 \pm 1.04	35.66 \pm 1.27
1 week after implementation	26.35 \pm 1.13*	31.73 \pm 1.09*
1 month after implementation	12.44 \pm 1.07*	22.58 \pm 1.15*
3 months after implementation	6.52 \pm 1.05*	15.49 \pm 1.12*

Note: Compared with that before implementation, * $P < 0.05$.

Conclusions: The collaborative education strategy of track and field teaching in colleges and universities has a good implementation effect. After the implementation of this strategy, the HAMA score and Bai score of college students are reduced to varying degrees. Three months after the implementation, the results of HAMA score and Bai score of college students show that they are not accompanied by psychological anxiety, which shows that the collaborative education strategy of track and field teaching in colleges and universities can effectively alleviate the psychological anxiety of college students.

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THE INFLUENCE MECHANISM OF URBAN PARK GREEN SPACE ON PHYSICAL ACTIVITY AND MENTAL HEALTH OF THE ELDERLY FROM THE PERSPECTIVE OF CONFIGURATION

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Background: In the environment of increasing global aging, China has entered an aging society. It is very important to focus on the physical and mental health of the elderly, which has profound social and economic significance. After entering the old age, people's physiology and psychology will change significantly. The physical activity and mental health level of the elderly are very vulnerable to various external factors. Physical activity and psychological activity will have a certain impact on the neuroendocrine and immune system function of the elderly, and then increase or reduce the risk of self-infection. From the perspective of physiological changes, once entering the old age, the internal and external characteristics of the elderly will show certain aging changes, and their brain nervous system will produce degenerative changes. For the elderly, the nerve cells in the brain and cerebellum are greatly reduced. Compared with the middle-aged, the weight of the brain is reduced by about 20%, which leads to the reduction of blood flow to various tissues and organs of the whole body, resulting in the reduction of the working efficiency of the circulatory system, digestive system and respiratory system. Under the effect of brain tonifying aging, the elderly usually has the phenomenon of reduced response function and psychological decline. From the perspective of psychological changes, the sensory ability of the elderly has decreased, mainly manifested in the weakening of vision, and they are very prone to various eye diseases. Hearing loss and communication difficulties. Decreased taste and smell, etc. Compared with the younger, the resilience and overall health of the elderly showed a significant downward trend, and the incidence rate of certain serious diseases increased in the old age. Under this influence, the psychological state of the elderly is prone to complex and negative changes, such as depression, Alzheimer's disease and so on. Relevant research shows that the occurrence and development of nearly half of the common diseases in the elderly are closely related to their psychological and behavioral factors.

Both configuration perspective and Qualitative Comparative Analysis (QCA) are based on overall and system analysis logic. The perspective of configuration analysis originates from the system thought. In the system thought, organization is defined as a complex system. Its attributes are interrelated and combined in a complex and integrated way. The organizational attributes complement and enhance each other, even cause and affect each other. Each element plays a role in an overall configuration. From the perspective of configuration, there is a relationship between elements and the whole between the planning and construction of urban park green space. Each element affects each other and ultimately acts on the whole. Urban Park green space is an important place to shape the daily healthy lifestyle and social communication activities of the elderly. Its good space quality plays a vital role in the use efficiency of outdoor public space, the behavior choice of the elderly and even their physical and mental health. The growth of age means that the elderly has lost their mobility and control over the surrounding environment. Therefore, the traffic convenience, sanitary conditions and beauty of the community location and the surrounding environment will directly affect the frequency of outdoor activities and the satisfaction of daily life of the elderly, and then have different effects on their physical activities and mental health.

Objective: In the process of human natural aging, it is usually accompanied by the occurrence and development of various diseases. Under the condition that the physical function of the elderly allows, moderate physical exercise will help to maintain the quality of life and physical state of the elderly and maintain a good state of mental health. The research will explore the impact mechanism of urban park green space on the physical activity and mental health of the elderly from the perspective of configuration, in order to improve the mental health level of the elderly.

Research objects and methods: 24 elderly people were randomly selected from two urban parks and greenbelts, a total of 48 research objects. Multiple linear regression model was used to explore the construction and quality of urban park green space, the time and frequency of physical activity, mental health and stress level of the elderly.

Research design: A Symptom Checklist-90 (SCL-90) was used to evaluate 48 elderly people in urban parks and green spaces, and to explore the effect of physical activity and mental health. SCL-90 adopts a 5-level scoring standard, which indicates the different severity of symptoms from 1 to 5, followed by none, very light, medium, heavy and serious.

Methods: Multiple regression analysis and SPSS software were used to explore the impact of urban park green space on the physical activity and mental health of the elderly from the perspective of configuration, and SCL-90 was used to collect and process the data.

Results: The statistical results of depression subscale and anxiety subscale in SCL-90 showed that urban park green space environment, basic physical exercise facilities, transportation convenience, exercise time and exercise frequency would affect the physical activity and mental health of the elderly. If all kinds of influencing factors are high-quality, the scores of SCL-90 depression subscale and anxiety subscale of the elderly can be maintained at a low level, as shown in Table 1.

Table 1. Effect of urban park green space on physical activity and mental health of the elderly from the perspective of configuration

Influence factor		Depression subscale	Anxiety subscale
Urban Park green space environment	Excellent	23.51	15.62
	Poor	41.29	37.13
Basic physical exercise facilities	Many	24.14	19.49
	Less	39.68	36.57
Traffic convenience	Excellent	20.08	17.66
	Poor	49.65	41.98
Exercise time	More than 1 hour	18.57	12.39
	Less than 1 hour	37.14	32.35
Exercise frequency	More than 3 times a week	21.43	13.91
	Less than 3 times a week	45.62	36.77

Conclusions: From the perspective of configuration, the impact of urban park green space on the physical activity and mental health of the elderly has a certain correlation. The better the urban park green space environment and the more convenient the transportation, the more time and frequency of physical activity of the elderly, and the higher the level of mental health.

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AN ANALYSIS OF THE INFLUENCE OF INFORMATION-BASED TEACHING STRATEGIES ON COLLEGE STUDENTS' ENGLISH TEACHING BEHAVIOR

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Background: In the process of accelerating the pace of modern life and intensifying social competition, people often face huge psychological pressure. If the pressure cannot be effectively relieved, it is very easy to produce anxiety. College students are in the critical period of self-consciousness formation and individual psychological maturity. Various external factors may have a certain impact on them, including the transformation of social roles, interpersonal communication between teachers and students, competitive pressure of study or employment, etc. When various external factors affect college students, college students will have different degrees of anxiety, and then show different types of anxiety behavior. There is a close correlation between college students' anxiety behavior and its causes, which is mainly reflected in three aspects: social anxiety behavior, examination anxiety behavior and employment anxiety behavior. In terms of social anxiety behavior, it is often seen in introverted college students. Once such college students contact a large number of strangers on the university campus or in the social environment, they are very prone to tension and anxiety, manifested as blushing and fever, rapid heartbeat, sweating and trembling, and even take temporary avoidance. Test anxiety behavior mainly refers to that college students are at a

loss and lack of memory due to inner tension and fear in the examination room. Under the negative influence of anxiety psychology, it is difficult to apply their usual knowledge reserve to the examination room, and finally hand in their papers perfunctorily and flee the examination room. Employment anxiety behavior refers to that college students have a certain fear of the process of employment and job hunting under the severe employment situation, and choose to avoid employment under the joint action of fear and anxiety. College English informatization teaching strategy has good teaching effect in the process of English course teaching, and can effectively improve college students' learning enthusiasm and English level. College English information-based teaching strategies mainly include four levels. One is to stimulate students' internal motivation and help them establish learning self-confidence. Through guidance, teachers can promote students to get rid of negative psychological hints and maintain a positive and optimistic attitude towards English learning. The second is to help students clarify their English learning objectives and urge them to formulate and implement learning plans. The third is to innovate the traditional English teaching methods and improve the teaching quality. Fourth, it mainly refers to the targeted psychological counseling for students, in order to eliminate their anxiety and eliminate their anxiety behavior.

Objective: College students' anxiety behavior comes from psychological anxiety. Both of them will have a great negative impact on college students' English learning, and even cause some trouble in their daily life. This study will analyze the information-based English teaching strategies in colleges and universities and explore their impact on college students' anxiety behavior,

Research object and method: 79 college students with anxiety behavior were randomly selected as the research objects. Before and after the implementation of college English information teaching strategy, Hamilton Anxiety Scale (HAMA) and Self-rating Anxiety Scale (SAS) were used to evaluate the anxiety of college students.

Research design: Before and after the implementation of college English information teaching strategy, HAMA and SAS were used to evaluate the impact of anxiety behavior of 79 college students. HAMA adopts grade 5 evaluation standard, from 0 to 4, indicating asymptomatic, mild, moderate, severe and extremely severe. Hama's score threshold for judging whether there is psychological anxiety is 14 points. If it is greater than 14 points, it indicates that the subject is accompanied by anxiety.

Method: C4.5 decision tree algorithm is used to evaluate the impact of college English information teaching strategies on college students' psychological anxiety. The data of HAMA and SAS are statistically analyzed by MATLAB software.

Results: Table 1 shows the changes of HAMA of college students with anxiety behavior. It can be seen from Table 1 that before the implementation of college English informatization teaching strategy, the number of people with asymptomatic and mild anxiety was less. After the intervention, the number of asymptomatic and mild anxiety increased significantly, while the number of college students with moderate, severe and severe anxiety decreased significantly. The implementation of college English information teaching strategy can effectively alleviate college students' anxiety and reduce their anxiety behavior.

Table 1. Alleviating effect of college students' anxiety behavior in HAMA data evaluation ($n=79$)

Evaluation time	Asymptomatic	Light	Moderate	Severe	Extremely heavy
	0	1	2	3	4
Before strategy implementation	7	13	32	17	10
After strategy implementation	19	35	17	6	2

Conclusions: College students' anxiety behavior and anxiety psychology complement each other, and their interaction has a significant negative impact on college students' English learning level and mental health level. College English informatization teaching strategy can eliminate college students' anxiety behavior in the process of practical application.

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REFORM AND DEVELOPMENT OF PRESCHOOL EDUCATION MANAGEMENT SYSTEM FROM THE PERSPECTIVE OF COGNITIVE PSYCHOLOGY

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Background: Cognition mainly refers to the description of the development process and complexity of all kinds of knowledge. Therefore, the corresponding cognitive psychology is closely related to people's attention, perception, memory and thinking logic, which is embodied in the actual process of people collecting, retrieving, receiving and exchanging information. The concept of cognitive psychology has long been one of the main research directions of western psychology, which involves short-term memory, perceptual observation, logic theory and so on. In the basic concept of cognitive psychology, the human brain is equivalent to an information processing system similar to the computer. Cognitive impairment is a mental health disorder that has a negative impact on various cognitive abilities. It will lead to the impairment of individual basic cognitive function, which is mainly externalized into executive dysfunction, learning and memory impairment, sensory motor function limitation, complex attention decline, aphasia and agnosia. The memory ability and language ability of patients with cognitive impairment will be significantly reduced, accompanied by abnormal emotion or behavior, which is difficult to carry out normal social, work and life. Patients with cognitive impairment will show some functional impairment or decreased ability in all aspects, which is not conducive to their own development. In the process of gradually deepening the reform of education management system, the potential problems of various management systems have become more and more prominent. Among them, there are diversified negative factors in the preschool education management system, which makes it face more severe development prospects and urgently need to be reformed and optimized. In the current preschool education management system, there are mainly some disadvantages, such as the lack of soundness of the setting of managers, the unclear positioning of management post responsibilities, the lack of rationality of the division of responsibilities among management departments, and the lack of management supervision system to be improved. All kinds of potential disadvantages have formed a great obstacle to the effective development of preschool education management, which is not conducive to the healthy and sustainable development of preschool education. During the implementation of the current preschool education management system, due to the imperfect departmental cooperation mechanism and the non-implementation of various education guidance policies, various education management systems become mere formality and superficial, which is difficult to effectively solve various problems in the preschool education management. In addition, preschool education management institutions and staffing standards have poor operability and broad provisions, and the provisions on staffing quantity, institutional setting and qualification are slightly lacking. Preschool education managers have a certain randomness, and the absence of institutions is serious. From the perspective of cognitive psychology, it is very important to deeply analyze the potential disadvantages of the preschool education management system, and it is very important to reform and develop the preschool education management system.

Objective: In order to better promote the development of preschool education management system, fulfill the responsibilities of preschool education, promote the reform of education management system, and comply with the changes of macro policy situation. This study will focus on the perspective of cognitive psychology and conduct in-depth exploration on the management system of preschool education, in order to further promote the healthy and sustainable development of preschool education and improve the construction of preschool education management system.

Research objects and methods: 54 preschool education managers were randomly selected as the research object to explore their cognitive level and specific performance in the process of preschool education management. Use C4 The decision tree classifies the problems existing in the preschool education management system, probes into them, and then puts forward the corresponding reform and development measures from the perspective of cognitive psychology.

Research design: According to the potential problems and reform and development needs of the preschool education management system, the reform and development measures are set as four specific implementation methods, namely, improving the division of responsibilities of the preschool education management department, transforming and giving full play to government functions, strengthening the management of preschool education, and optimizing the allocation of preschool education management personnel, which are expressed as A, B, C and D respectively. The influence of the four reform and development measures on the cognitive level of preschool education managers is compared and analyzed. The influence evaluation adopts three-level evaluation criteria, from 0 to 2, indicating small, general and large influence respectively.

Methods: All the research data were statistically analyzed by Excel software and MATLAB software.

Results: Among the four reform and development measures, in addition to changing and giving full play to the influence of government functions on the cognitive level of preschool education managers, the three measures of improving the division of responsibilities of preschool education management departments, strengthening preschool education management and optimizing the allocation of preschool education

managers have a greater influence. The impact evaluation results are shown in Table 1.

Table 1. Influence of different reform and development measures on the cognitive level of preschool education managers from the perspective of cognitive psychology

Reform and development initiatives	A	B	C	D
Effect	2	1	2	2

Conclusions: From the perspective of cognitive psychology, the reform and development of preschool education management system is of far-reaching significance. Improving the division of responsibilities of preschool education management departments, strengthening preschool education management and optimizing the allocation of preschool education managers have a great influence on the cognitive level of preschool education managers. Focusing on the implementation of the above three measures is conducive to improving the cognitive level of preschool education managers, Promote the effective reform and sustainable development of preschool education management system.

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ON COLLEGE ENGLISH TRANSLATION TEACHING THEORY AND TRANSLATION SKILLS UNDER COGNITIVE IMPAIRMENT

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Background: Cognition refers to the process in which an individual processes external information to obtain relevant knowledge and theories, including memory, language, execution, calculation, visual space, understanding and judgment. When the cognitive function in any aspect is impaired and affects the individual's daily life and social ability, it can be judged that the individual has certain cognitive impairment. The behavioral characteristics of cognitive impairment are mainly manifested in the changes of executive ability, attention, language ability and social cognition. As for executive ability, the basic manifestations of cognitive impairment are the decline of individual organization and decision-making ability, inability to complete complex tasks and so on. At the attention level, it is mainly manifested in the reduction of information processing speed, selectivity and other types of attention changes. At the level of language ability, the most common manifestations are grammatical errors, ignoring social etiquette, the phenomenon of words failing to express their meaning in interpersonal communication, problems in abstract language expression and understanding, and so on. As far as social cognitive ability is concerned, it is mainly manifested in anxiety in social communication, weakening of emotional control ability, decline of resonance ability and reduction of recognition of social clues. In the process of clinical diagnosis and treatment, cognitive impairment is a transitional state between normal people and early Alzheimer's disease. Mild cognitive impairment is characterized by wandering, anxiety, depression, forgetfulness, memory and attention loss. Moderate cognitive impairment is characterized by further reduction of cognitive ability. Patients can be characterized by large emotional fluctuation, paranoia, anxiety, reduced understanding and language expression ability, and reduced resolution of objective things such as time. Severe cognitive impairment is caused by the deterioration of moderate cognitive impairment. The patients show the decline of overall function and develop to dementia disease. There will be delusion, indifference, lack of self-care ability and so on.

In the process of college English translation teaching, teachers should build a good English translation situation and innovative English translation system according to the basic situation of students, so as to enrich the teaching content and finally ensure that students achieve good learning results in the teaching process of college English translation. If students are accompanied by cognitive impairment, their English learning and translation ability will be significantly negatively affected. It is difficult to master college English translation skills and achieve excellent academic results. Exploring college English translation teaching theory and translation skills from the perspective of cognitive impairment is conducive to the smooth development of college English translation teaching and the improvement of college students'

English translation level.

Objective: When students with cognitive impairment study college English translation, they often have some problems, such as low interest in English learning, low efficiency of English translation and poor practical ability of English translation. In order to improve the English translation level of students with cognitive impairment, this study will explore college English translation teaching theory and Translation skills from the perspective of cognitive impairment.

Research objects and methods: 117 college students with cognitive impairment were randomly selected from three universities to explore their cognitive impairment level and English translation ability. The level of cognitive impairment of college students was evaluated by Montreal Cognitive Assessment (MoCA).

Research design: From the perspective of cognitive impairment, this paper analyzes and improves college English translation teaching theory and translation skills. Then, the improved college English translation teaching was used as an intervention means, and the total duration of the intervention was set to 60 days. MoCA is used to evaluate the improvement of cognitive impairment of college students with cognitive impairment before and after intervention, so as to provide data support for optimizing college English translation teaching theory and translation skills.

Methods: All data were statistically analyzed by Structured Query Language (SQL) and state software, and all data were expressed as mean \pm standard deviation, $P < 0.05$ indicates that the difference is statistically significant.

Results: According to Table 1, compared with before the intervention, the MoCA scores of college students at three different time nodes after the intervention showed different increases, and the differences were statistically significant ($P < 0.05$).

Table 1. MoCA scores of college students at different time nodes before and after intervention

Evaluation time	MoCA score
Before intervention	9.51 \pm 1.78
20 days after intervention	13.74 \pm 1.56*
40 days after intervention	19.13 \pm 1.66*
60 days after intervention	27.95 \pm 1.13*

Note: Compared with that before implementation, * $P < 0.05$.

Conclusions: From the perspective of cognitive impairment, the exploration and optimization of college English translation teaching theory and translation skills under cognitive impairment can enrich the teaching content and improve the teaching means, so as to effectively alleviate the cognitive impairment of college students, improve their cognitive level, and provide strong support for the improvement and all-round development of their English translation level.

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MULTIPLE QUALITY ASSURANCE PATHS OF HIGHER EDUCATION FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology is an interdisciplinary subject that organically combines psychology and pedagogy. It occupies an important position in the branch of applied psychology. In essence, educational psychology is a science that studies the basic laws of school situation and middle school teaching. In the actual research process, educational psychology mainly explores five educational elements and three educational activities. The former includes students, teachers, teaching content, teaching media and teaching environment, while the latter includes learning process, teaching process, evaluation and reflection process. The five educational elements are intertwined with each other and act on the three educational activities together, and there is a close correlation between them. Educational elements middle school students are the main body of learning, and they have diversified psychological development characteristics, namely difference, imbalance, orientation and order, continuity and stage. Therefore, educational psychology needs to be explored through different research methods. In the process of practical application, educational psychology plays a decisive role in the successful development of educational

activities. It can help teachers accurately understand the problems existing in the teaching process, provide scientific theoretical guidance for the actual teaching activities, and effectively predict and intervene the possible behaviors of students. In essence, teaching psychology can play the role of description, interpretation, prediction and control in educational practice. It is an essential basic science in the field of education.

Higher education is a high-level educational model, and its development is based on the guarantee of diversified quality. After the state has adjusted the higher education management system, it puts forward higher requirements for its diversified quality, aiming to cultivate more high-quality professional talents based on the high-level diversified quality of higher education. The guarantee path of diversified quality of higher education is mainly divided into four aspects: Stimulating the internal demand of colleges and universities for the improvement of teaching quality, carrying out educational intervention by combining quantitative evaluation and quality analysis, constructing the operation mechanism of multi-party participation and cooperation, and paying attention to and strengthening the diagnosis and optimization of teaching and learning. From the perspective of educational psychology, this paper explores the effectiveness of these four diversified quality assurance paths of higher education, in order to improve teaching quality and ensure teaching results.

Objective: To build a diversified quality assurance system for higher education, which aims to improve the quality of educational services, ensure the teaching effect, and meet the practical needs of different stakeholders for higher education. This research will focus on the perspective of educational psychology, deeply analyze the needs of diversified quality assurance of higher education, take the students' education level as the basis, put forward and implement the corresponding diversified quality assurance path of higher education, in order to improve the quality of higher education.

Research object and method: 32 college students were randomly selected from two universities, a total of 64. Using the combination of standardized test and comparative analysis, this paper makes a detailed exploration on the actual performance and individual psychological characteristics of 64 subjects in the process of education.

Research design: Using standardized tests to explore the changes of college students' learning effectiveness and psychological characteristics under different multiple quality assurance paths of higher education, and obtain different results of diagnostic assessment, formative assessment and summative assessment. Taking four multiple quality assurance paths of higher education as intervention means, this paper uses hash algorithm to analyze the external learning performance and internal psychological characteristics of students under different intervention methods, so that the total score of the two is 10 points. The higher the score, the higher the ability level of college students.

Methods: MATLAB and SPSS26.0 software is used as the main research method to analyze the impact of multiple quality assurance paths of higher education on students from the perspective of educational psychology. All measurement data are expressed as mean \pm standard deviation.

Results: Under the intervention of four different multiple quality assurance paths of higher education, the scores of college students' actual teaching performance and individual psychological characteristics showed a trend of continuous improvement. With the advancement of teaching progress, the scores of college students in the three different evaluation stages of diagnostic evaluation, formative evaluation and summative evaluation increased significantly, from 5.67, 4.98, 5.54 and 6.01 to 8.54, 8.67, 9.07 and 9.25 respectively.

Table 1. Evaluation results of college students' ability level under the diversified quality assurance path of Higher Education

Quality assurance path	Diagnostic assessment	Formative assessment	Summative assessment
Stimulate the internal demand of colleges and universities for the improvement of teaching quality	5.67	7.93	8.54
Adopt the combination of quantitative evaluation and quality analysis to carry out educational intervention	4.98	8.01	8.67
Build an operation mechanism with multi-party participation and mutual cooperation	5.54	8.36	9.07
Pay attention to and strengthen the diagnosis and optimization of teaching and learning	6.01	8.13	9.25

Conclusions: From the perspective of educational psychology, the diversified quality assurance path of higher education has a good implementation effect, and can carry out diversified quality assurance work according to the different psychological characteristics of college students in the learning process. The four multiple quality assurance paths of higher education can significantly improve the actual teaching

performance and individual psychological characteristics of college students.

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KNOWING THE “LANGUAGE” WELL, MOISTENING THE “HEART” SILENTLY -- AN EXPLORATION OF INTEGRATING MENTAL HEALTH EDUCATION INTO CHINESE CLASSROOM TEACHING

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Background: Under the influence of “cross century quality education project” and “action plan for revitalizing education for the 21st century”, mental health education has received extensive attention. As the core component of quality education, mental health education plays a great role in the cultivation of high-quality and all-round development talents. It can meet the inevitable requirements of modern education and ensure the mental health level of students. In essence, mental health education takes the law of students’ physiological and psychological development as the basic basis and combines the educational methods in psychology to cultivate students’ psychological quality. Its main purpose is to promote the overall improvement of students’ overall quality. In mental health education, it mainly includes two executive functions: the maintenance of students’ mental health and the correction of students’ psychological and behavioral problems. As far as the maintenance of students’ mental health is concerned, it is aimed at all students. It mainly carries out educational work under the conventional education and training modes such as intelligent training, emotional education, personality training and interpersonal relationship guidance, in order to improve the basic quality level of students. As for the correction of students’ psychological and behavioral problems, mental health education mainly carries out psychological counseling and positive guidance for students’ learning adaptation problems, emotional problems and common behavioral problems.

Primary school is an important stage of life. All students’ behavior habits, interests, will and character will be formed at this stage. Mental health education can promote the all-round physical and mental development of primary school students and improve their overall quality. Based on this, strengthening the mental health education of primary school students is an important work of implementing quality education. Only by starting from childhood, sowing the seeds of mental health into children’s hearts and letting them take root can we provide guarantee for their healthy growth in the future. To carry out mental health education in schools, teachers should fully infiltrate mental health education into teaching, cultivate students’ sound personality and provide strong basic support for their sustainable development in the future. In Chinese teaching, from the perspective of positive psychology, adhere to the core goal of mental health education, adhere to teaching students according to their aptitude, fully tap Chinese teaching materials, sensitively capture the opportunity of psychological education in the classroom, warm students with language, pay attention to the cultivation of students’ personality development and will quality, constantly infiltrate students’ hearts and promote students’ all-round development.

Objective: In the process of Chinese classroom teaching, the purpose of teaching is not only to improve students’ language organization ability, reading comprehension ability and literary literacy, but also to guide students to establish a sound personality and improve their comprehensive quality. This study integrates mental health education into Chinese classroom teaching in order to promote students’ all-round development and explore the positive impact of mental health education on students.

Research objects and methods: 125 primary school students were randomly selected as the research object to explore. Integrate mental health education into Chinese classroom teaching as an educational intervention means, and evaluate the mental health level of the students by Mental Health Test (MHT).

Research design: Before and after the implementation of educational intervention, the mental health level of 125 students was evaluated and analyzed by MHT. MHT mainly contains eight content scales, namely, self-blame tendency, allergic tendency, phobic tendency, impulsive tendency, lonely tendency, anxiety about people, learning anxiety and physical symptoms. There are 100 evaluation items in total, and the scoring standard is “yes” for 1 point, and “no” for 0 point. When the MHT score of the tested students is higher than 65, it indicates that they have certain psychological obstacles.

Methods: Factor analysis was used to evaluate the influence of collaborative education strategy of track and field teaching in colleges and universities on college students’ psychological anxiety. The MHT data were statistically analyzed by MATLAB software. All measurement data were expressed in the form of mean \pm standard deviation, and $P < 0.05$ was taken as the standard with statistical significance.

Results: Table 1 shows the comparison results of MHT scores of students after integrating mental health education into Chinese classroom teaching at different evaluation time nodes before and after the intervention. The numbers marked in the brackets of each evaluation item indicate the full score of the corresponding evaluation item. Before the intervention, the total MHT score of students was higher than 65, which showed that they had certain mental health problems. The data after the intervention show that the way of integrating mental health education into Chinese classroom teaching can effectively reduce the MHT score.

Table 1. Comparison results of MHT scores of students before and after intervention

Evaluation items	Before intervention	After intervention
Self-reproach tendency (10)	9.16	7.46
Allergic tendency (10)	8.73	7.11
Terrorist tendency (10)	8.01	6.52
Impulsive tendency (10)	8.14	6.63
Loneliness tendency (10)	7.49	6.10
Anxiety about people (10)	9.48	7.72
Learning anxiety (15)	8.15	6.63
Physical symptoms (15)	8.86	7.21
MHT evaluation score (90)	68.02	55.37

Conclusions: Integrating mental health education into Chinese classroom teaching can play a good application effect. On the basis of ensuring the effect of students' Chinese learning, it can also significantly improve their mental health level.

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ANALYSIS ON THE INFLUENCE OF COLLEGE ENGLISH TEACHING ON COLLEGE STUDENTS' ANXIETY UNDER THE BACKGROUND OF EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology mainly refers to the exploration of the basic psychological laws between education and learning in the context of education and teaching. In the application category of educational psychology, it includes the internal and external situations of teachers and students, mainly reflected in teaching psychology and teaching behavior, and students' psychology and learning behavior. Under the guidance of scientific teaching theory, the basic laws in the teaching process and the interaction between teachers and students are studied and discussed. Educational psychology is helpful to improve the teaching effect and promote the smooth development of teaching work. Educational psychology is by no means just a simple addition of pedagogy and psychology, but through various ways to make them organically combine and interact with each other to jointly serve the work of education and teaching. Educational psychology is a comprehensive subject that pays attention to the process of teaching and learning at the same time. It not only flexibly uses the relevant theories of psychology, but also has its own unique theoretical methods. In educational psychology, the process of interaction between teaching and learning is a complete system, which mainly includes five elements: students, teachers, teaching content, teaching media and teaching environment. The five elements can be connected through corresponding teaching activities, and finally achieve the purpose of teaching and learning. As the main information part, the structure and content of teaching content will have a certain impact on students' academic and psychological development, so its importance is self-evident.

College English teaching needs to combine the relevant theoretical knowledge of educational psychology and abandon the potential disadvantages of the traditional English teaching model, such as taking teachers as the main body of the teaching process and ignoring the necessity of students' active learning. In the process of English learning, college students may have some English learning pressure and show varying degrees of anxiety under the influence of factors such as difficulty in improving their oral English expression ability, lack of English vocabulary, unbalanced development of English listening, speaking, reading and writing ability and so on. College students' anxiety has a great negative impact, which will not only reduce

their enthusiasm and self-confidence in English learning, but also make it difficult for them to obtain satisfactory English learning results, and even have a serious impact on their normal learning and life. Carrying out college English Teaching under the background of educational psychology can effectively optimize the English teaching mode, promote the normal promotion of English teaching process, and provide reliable help for students' English learning.

Objective: At present, the phenomenon of anxiety among college students has been more common, and its causes mainly include college students' academic pressure, employment pressure, interpersonal communication and so on. In the process of college English teaching practice, college students are likely to have anxiety due to their low enthusiasm for English learning and poor English learning effect. This study will explore from the background of educational psychology, in order to explore the impact of college English teaching on college students' anxiety and eliminate college students' anxiety to the greatest extent.

Research objects and methods: 56 college students were randomly selected from two colleges and universities as the research objects. They were analyzed by Self-rating Anxiety Scale (SAS) and Depression Anxiety Stress Scale (DASS) to explore the effect of college English teaching on college students' anxiety under the background of educational psychology.

Research design: Taking the college English teaching model under the background of educational psychology as an intervention means, the time of educational intervention is set as 4 months. At different time points before and after the intervention, SAS and DASS anxiety subscales were used to evaluate and analyze the anxiety level of college students. In terms of SAS evaluation criteria, 50 points and below mean normal, 50-59 points mean mild anxiety, 60-69 points mean moderate anxiety, and 70 points and above mean severe anxiety. In the evaluation criteria of DASS anxiety subscale, 0-7 points indicate normal, 8-9 points indicate mild anxiety, 10-14 points indicate moderate anxiety, 15-19 points indicate severe anxiety, and 20 points and above indicate extremely severe anxiety.

Methods: Principal component analysis was used to explore the influencing factors of college students' anxiety. Use MATLAB software to count, calculate and analyze the relevant data obtained by SAS and DASS. All measurement data are expressed in the form of mean \pm standard deviation.

Results: After the intervention of college English teaching under the background of educational psychology, the SAS score and DASS anxiety subscale score of college students decreased significantly. Compared with the evaluation results before the intervention, there were significant differences between SAS scores and DASS anxiety subscale scores 1 week, 1 month and 3 months after the intervention ($P < 0.05$).

Table 1. Changes of college students' anxiety before and after intervention

Evaluation time	SAS score	DASS anxiety subscale score
Before educational intervention	64.12 \pm 0.97	18.64 \pm 1.14
One week after educational intervention	58.44 \pm 1.04*	16.94 \pm 0.93*
1 month after educational intervention	53.78 \pm 1.13*	11.48 \pm 1.16*
3 months after educational intervention	43.98 \pm 1.07*	7.01 \pm 0.95*

Note: Compared with that before implementation, * $P < 0.05$.

Conclusions: College English teaching under the background of educational psychology has a significant positive impact on college students' anxiety. It can significantly reduce the SAS score and DASS anxiety subscale score of college students, and effectively alleviate their anxiety.

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PROBLEMS AND COUNTERMEASURES OF FINANCIAL MANAGEMENT IN THE DEVELOPMENT OF CROSS-BORDER E-COMMERCE BUSINESS BASED ON THINKING LOGIC BARRIERS

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Background: Thinking logic barrier refers to the phenomenon that individuals violate the form and law of logical thinking when thinking and processing something by using thinking modes such as concept,

judgment and reasoning. Patients with thinking logic disorder have defects in social function or individual development, which will greatly affect their normal integration into society, not conducive to the harmonious development of society, but also greatly affect their daily life, study and work. The thinking of patients with thinking logic disorder lacks or loses the inherent logical connection, and is in a pathological state, which is difficult to be understood by normal people. Among the manifestations of thinking logic obstacles, it mainly includes four different types: symbolic thinking, new words, logical fallacy thinking and sophistry thinking. Symbolic thinking refers to the abstract processing of a specific thing to obtain an abstract concept. In normal symbolic thinking, tradition and habit are the basic basis in the symbolic process. In pathological symbolic thinking, what is used to represent abstract concepts cannot be understood by others. New works of words refer to that patients with thinking logic disorder can create some words, graphics and symbols that only they can understand. Patients give them a certain special meaning. Although it is difficult for others to understand, patients think others should understand. Logical inversion thinking refers to that patients take the existing logical obstacles in the process of thinking Association as the main feature, and show the characteristics of bizarre reasoning process and inversion of cause and effect on the basis of lack of premise and logical basis. Sophistry thinking mainly refers to that the patient's view on a certain problem seems reasonable, but it will be found that its view is completely illogical, lack of basis and rationality.

In recent years, the development of cross-border e-commerce business has made breakthrough progress. However, in this process, due to the negative impact of thinking logic obstacles, financial management gradually reveals some problems, such as the lack of unified standards for enterprise financial accounting, the difficulty of standardized foreign exchange settlement, incomplete disclosure of financial statements, etc. all kinds of problems will have a great impact on the healthy and sustainable development of cross-border e-commerce business. In terms of the lack of unified standards for enterprise financial accounting, the main reason is that the commodity transactions of cross-border e-commerce have strong real-time. The financial management departments of most cross-border e-commerce enterprises directly connect with the cash settlement and revenue and expenditure business. However, because the transactions of cross-border e-commerce occur in different countries or regions, and there are significant differences in the financial management systems of each country and region, this is very difficult for the financial management of cross-border e-commerce. The difficulty of standardizing foreign exchange settlement mainly refers to the differentiated classification and management of financial settlement according to different types of enterprises. However, cross-border e-commerce enterprises are mainly small and medium-sized enterprises, which is contrary to the qualification of traditional trade exporters. In the actual cross-border e-commerce financial settlement process, the customs process does not have formal settlement procedures and foreign exchange policies. It is urgent to add a large number of cross-border payment platforms to obtain greater support from foreign exchange policies. The disclosure of cross-border e-commerce financial statements is not comprehensive, and does not show key data reflecting the growth potential of enterprises, such as average customer retention time, click through rate and exchange rate.

Objective: Under the influence of thinking logic obstacles, financial management staff are prone to make certain mistakes in practical work in the process of cross-border e-commerce business development, resulting in serious financial management problems. If the financial management problem cannot be solved in time and properly, it will have a serious impact on the development of cross-border e-commerce enterprises. This study makes a detailed analysis on the problems of financial management in the development of cross-border e-commerce business under the thinking logic barrier, and puts forward corresponding countermeasures, in order to alleviate the thinking logic barrier of financial management staff and promote the normal development of cross-border e-commerce business.

Research objects and methods: Among the two cross-border e-commerce enterprises, 12 financial management staff with thinking logic barriers were randomly selected as the research objects, a total of 24. The K-means algorithm is used to mine the financial management problems in the development of cross-border e-commerce business, and then put forward targeted solutions, so as to explore the improvement of the thinking logic obstacles of financial management staff after the implementation of relevant countermeasures.

Research design: Use Yale Brown Obsessive-Compulsive Scale (YBOCS) to explore the financial management staff with thinking logic obstacles in cross-border e-commerce enterprises, and analyze the impact of different solutions to financial management problems on the staff. The YBOCS evaluation results of financial management staff adopt the 5-level evaluation standard, which indicates the different levels of symptoms from light to heavy from 0 to 4.

Methods: According to the data obtained in the study, SPSS24.0 and EViews software.

Results: According to Table 1, the three countermeasures of strengthening the standardization of accounting work, developing mature financial management technology and reasonably solving tax problems have a significant impact on the financial management staff with thinking logic disorder, and the rating

results of thinking logic symptoms are reduced from 4 to 0 or 1.

Table 1. Impact of financial management solutions on financial management staff with thinking logic barriers

Countermeasure	Before implementation	After implementation
Enhance the standardization of accounting work	4	1
Develop mature financial management technology	4	0
Reasonably solve tax problems	4	1

Conclusions: From the perspective of thinking logic barrier, the implementation of three targeted countermeasures can effectively alleviate the symptoms of thinking logic barrier of financial management staff and provide strong support for the sustainable development of cross-border e-commerce business.

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PRACTICE OF POP MUSIC TEACHING REFORM IN COLLEGES AND UNIVERSITIES UNDER COGNITIVE IMPAIRMENT

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Background: Cognition refers to the process in which the human brain processes information intelligently to obtain corresponding theoretical knowledge or applied knowledge when receiving various external information. In the whole process of cognition, it will involve learning, memory, emotion, language, execution, thinking, understanding and other complex social behaviors and activities. When the human cerebral cortex is damaged due to various factors, the brain's intelligent processing process will be affected and limited to some extent, resulting in abnormal or damaged cognitive function, and finally leading to cognitive impairment. Cognitive impairment is a multiple mental disease, which is mainly manifested in memory impairment, learning impairment, executive dysfunction and other symptoms. The various symptoms of cognitive impairment are closely related and interact with each other, which will significantly accelerate the deterioration of patients' condition, which leads to cognitive impairment becoming a serious psychological disease that is difficult to diagnose and cure effectively. College students with cognitive impairment will have negative manifestations such as memory loss, learning ability decline and executive function decline. Patients with severe cognitive impairment may gradually lose their basic self-care ability, resulting in a heavy psychological burden on patients and their families. As a common form of mass culture, pop music has a strong attraction to young people and occupies an important position in people's daily life. Pop music is not only a form of artistic expression, but also carries the spirit of entertainment and emotional value, and has become the object of great pursuit by young people. In order to train more music talents, colleges and universities introduce pop music into the curriculum. However, there are some problems in the current college pop music teaching process, including the backward concept of music education, the lack of local national color, the lack of independent editing ability, the lack of music aesthetics and so on. In the process of listening to pop music, college students with cognitive impairment will have different understanding of the practice of pop music teaching reform in colleges and universities due to the severity of their cognitive impairment. The artistic effect and emotional expression of pop music will also react on students with cognitive impairment and play a certain role in alleviating their cognitive impairment.

Objective: The development of college pop music is restricted by certain influencing factors. We should ensure the teaching effect of college pop music and realize its artistic expression value. This study will effectively analyze and solve the potential problems of pop music teaching in colleges and universities from the perspective of cognitive impairment, and explore the improvement of students with cognitive impairment under the practice of pop music teaching reform in colleges and universities.

Research objects and methods: Through random selection, 74 college students with cognitive impairment were selected as the research objects. Then, the reform of pop music teaching in colleges and universities is carried out. The main reform measures are to innovate pop music teaching ideas, effectively supplement local national music content, and pay attention to the cultivation of students' independent editing and creation ability. A comparative analysis is made on the level of cognitive impairment of all college students before and after the reform.

Research design: The Mini-mental State Examination (MMSE) was used to evaluate the degree of

cognitive impairment of college students, and to explore the level of cognitive impairment before and after the reform of pop music teaching in colleges and universities. MMSE mainly includes five levels: orientation, memory, attention and calculation, memory and language ability. The scores of each level are 10, 3, 5, 3 and 9 respectively, with a total of 30 points. In MMSE's criteria for cognitive impairment, if the score is less than 27, it indicates cognitive impairment, and the smaller the score, the more serious the cognitive impairment. If the score is in the range of 27-0 points, it means normal.

Methods: SPSS software and Stata software were used to calculate and analyze the MMSE evaluation data of students with cognitive impairment.

Results: Table 1 shows the comparison results of the average cognitive impairment scores of 74 students before and after the practical intervention of pop music teaching reform in colleges and universities. It can be seen from Table 1 that before the intervention, the average score of all indicators of cognitive impairment of all students was low, and the total MMSE score was only 14.49, indicating that the symptoms of cognitive impairment of students were serious. After the reform intervention, the average score of MMSE evaluation indexes increased significantly, and the average total score of MMSE of the tested students reached 27.82, an increase of 91.99%. This shows that the symptoms of college music majors with cognitive impairment have been effectively alleviated and are in a normal state.

Table 1. Comparison of MMSE scores of college students with cognitive impairment before and after pop music teaching reform

Evaluation time	Directional force	Memory	Attention and computational power	Recall ability	Language ability	Total score
Before reform intervention	5.27	0.77	2.56	1.04	4.85	14.49
After reform intervention	9.01	2.79	4.83	2.85	8.34	27.82
Growth range (%)	70.97	262.34	88.67	174.04	71.96	91.99

Conclusions: Exploring the practice of pop music teaching reform in colleges and universities under the background of cognitive impairment can provide targeted psychological counseling for college students with cognitive impairment and promote the smooth progress of pop music teaching reform. Moreover, the reform of pop music teaching in colleges and universities can significantly improve students' MMSE score and effectively alleviate their cognitive impairment.

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ANALYSIS ON THE EFFECT OF COLLEGE EMPLOYMENT ECOLOGICAL TRANSFORMATION ON STUDENTS' EMPLOYMENT ANXIETY IN THE ERA OF INTELLIGENCE

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Background: Anxiety refers to the tension, uneasiness, worry, worry and other unpleasant complex emotional states caused by an individual's imminent and possible danger or threat. In other words, anxiety is people's emotional reflection of the serious deterioration trend of the value characteristics of real or future things. On the contrary, the emotional form is expectation, and immediate expectation is the emotional reflection of people's obvious positive tendency to the value characteristics of reality or future things. Specifically, anxiety is a kind of irritability caused by excessive worry about the safety, future and fate of relatives or themselves. It contains worry, worry, sadness, tension, panic, uneasiness and other components. It is related to key situations and events that are difficult to predict and respond to. When the situation changes, anxiety may be relieved. Some people are in a state of anxiety for a long time without objective reasons. They often fear major disasters for no reason, fear of incurable serious diseases, leading to symptoms such as agitation and panic. This abnormal anxiety is a manifestation of psychosis. In short, the clinical manifestations of anxiety disorder are chronic anxiety disorders such as tension, excitement of autonomic nerve function and excessive vigilance, accompanied by a series of symptoms such as muscle tension, autonomic nerve disorder and exercise anxiety, which last for a long time. It is generally believed that over compensation for negative emotions can lead to anxiety disorder. It should be pointed out that

mild anxiety has a positive impact, which can stimulate spirit, improve attention and make talents think quickly. However, excessive anxiety can inhibit the brain and make people confused all day. The “employment anxiety” of contemporary college students is closely related to “graduation anxiety”. “Graduation anxiety” is a common psychological phenomenon among graduates. With the popularization of higher education, the pressure faced by college graduates is increasing day by day. This is not only due to the difficult choice of finding a job or taking the postgraduate entrance examination before graduation, but also due to the tense atmosphere of the school, the urging of parents, the competition among peers, and the hesitation and anxiety caused by lack of work. The anxiety of college students in the upcoming graduation, job hunting or other learning stages of the university is mainly caused by excessive employment pressure, which is called “employment anxiety”. Employment anxiety is a strong and lasting emotional experience accompanied by physiological changes. In psychology, mild employment anxiety is everyone’s normal psychological response. Moderate anxiety will make people feel pressure and urge graduates to seek work hard. However, excessive anxiety will not only affect college students’ career choice, but also interfere with their normal life.

The rise and arrival of the intelligent era has promoted the renewal of the employment and entrepreneurship service system in colleges and universities. The era of wisdom has not only changed the entrepreneurial mode of colleges and universities under the traditional mode, but also changed the thinking mode and concept of participants and objects. At present, the development of employment service system in colleges and universities still lags behind the development speed of the intelligent era. There are some problems, such as lack of three-dimensional information release, imperfect platform function and so on. It is urgent to build a perfect employment service system in colleges and universities. On the whole, the main characteristics of college employment ecological transformation in the intelligent era include: wider information coverage, more three-dimensional information dissemination and feedback, and opening the barriers between traditional industries. In addition, the ecological transformation of college employment in the era of intelligence has also formed an interactive development mechanism of harmonious ecology among schools, enterprises, society and college students. In addition, in terms of the main body of the employment service system of colleges and universities, colleges and universities, governments, enterprises, social organizations and college students have formed an interrelated and interdependent benign development mechanism on the basis of network interaction. In the process of continuous running in and integration, the employment and entrepreneurship ability of college students and the level of government supervision have been improved, the enterprise benefits and the development level of social organizations have been reasonably developed, and finally the ecosystem of employment and entrepreneurship service system in colleges and universities has been improved. Relevant research points out that the construction of college employment ecological transformation system in the intelligent era plays an important role in alleviating modern students’ employment anxiety. In view of this, this paper analyzes the impact of college employment ecological transformation on students’ employment anxiety in the intelligent era.

Objective: In order to alleviate the employment anxiety of college students, this paper constructs the employment ecological transformation system of colleges and universities in the intelligent era, which aims to dredge the employment anxiety of college students, and then establish confidence for college students’ easy employment.

Research objects and methods: 200 college students are selected as the research object, and the psychological measurement of college students’ employment anxiety is carried out in combination with the Self-rating Anxiety Scale (SAS). The higher the score, the more serious the anxiety psychology is. Then, based on the ecological transformation system of college employment in the era of intelligence, the intervention cycle is June. Finally, the improvement of college students’ employment anxiety before and after the intervention is compared and analyzed.

Methods: Complete the data analysis through SPSS23.0 data statistical analysis software.

Results: The psychological anxiety of college students improved 6 months after the intervention. As shown in Table 1, compared with that before the intervention, after the implementation of the intervention of college employment ecological transformation system in the intelligent era, the employment anxiety of students has been improved, with statistical difference ($P < 0.05$).

Conclusions: The implementation of the intervention of college employment ecological transformation system in the intelligent era can effectively alleviate the employment anxiety of college students, so as to help college students establish the confidence of smooth graduation and easy employment.

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Table 1. The psychological improvement of college students’ employment anxiety after 6 months of intervention ($n=200$)

Factor	Before intervention	Intervention 3 months	Intervention 6 months
Somatization	3.75±0.61	2.28±0.43*	1.45±0.56*
Obsessive compulsive symptoms	3.69±0.59	2.66±0.61*	1.25±0.43*
Interpersonal sensitivity	4.47±0.43	2.52±0.60*	1.43±0.57*
Depressive status	3.54±0.55	2.45±0.56*	1.28±0.43*
Anxiety state	2.36±0.41	2.25±0.43*	1.66±0.61*
Hostile situation	3.44±0.56	2.43±0.57*	1.52±0.60*
Psychological state of terror	4.29±0.42	2.28±0.43*	1.45±0.56*
Paranoid mental state	3.75±0.61	2.66±0.61*	1.25±0.43*
Psychotic	3.69±0.59	2.52±0.60*	1.43±0.57*

Note: * $P < 0.05$ compared with that before intervention.

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THE INFLUENCE OF IMPROVING THE ABILITY OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES ON STUDENTS' PSYCHOLOGICAL COGNITIVE ABILITY UNDER THE ENVIRONMENT OF NEW MEDIA

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Background: Self-cognition refers to the insight and understanding of oneself, including self-observation and self-evaluation. Self-observation refers to the awareness of one's own perception, thinking and intention. Self-evaluation refers to the judgment and evaluation of one's own thoughts, expectations, behavior and personality characteristics. It is an important condition for self-regulation. At a specific level, the formation of individual self-consciousness, or consciousness, comes from the individual's response to external environmental stimuli through memory and thinking. Therefore, before the formation of memory, individuals will not have self-consciousness. If memory is the basis of all thoughts, then self-awareness is the individual's response to the environment based on thoughts. When one's memory and thinking reach a certain level, such as thinking and imagination completely appear from the brain, one's self-consciousness will be stronger. I exist, I have, I need, I think, and constantly strengthen personal self-awareness through thinking and imagination until the end of personal organic life. Therefore, self-cognition is a continuous development process from the beginning of brain memory to the disappearance of memory. The psychological cognition of self-cognition is a relatively advanced cognitive ability. For people with low education or low intelligence, they may not have such self-awareness for a lifetime. For some people, they can go beyond this psychological cognition. Generally speaking, psychological cognition is an infinite process, because psychological activity itself is infinite. It will develop with the development of personal experience, memory, thought and imagination. Therefore, after the emergence of psychological activities different from the previous stage or period, individual psychology will be summarized and adjusted. If a person can't understand himself correctly, can't see his own advantages and feel inferior everywhere, he will have a sense of inferiority, lose confidence and dare not do anything. On the contrary, if a person overestimates himself, he will also be arrogant and blindly optimistic, leading to mistakes in his work. Since the popularization of new media network, the fragmentation of culture and thought has also come, so that college students can browse more information without restriction in the fragmented time. However, so far, fragmentation is not only a fragment of time, but also a fragment of content, which has a great negative impact on college students' psychological cognition. Therefore, how to improve the psychological cognition of contemporary college students in the new media environment has become a new problem that modern colleges and universities have to face. Because only by overcoming the cultural impact and corruption of the new media environment can college students fully understand themselves and form a correct and healthy psychological cognition.

Ideological and political education is not only the primary content of China's spiritual civilization construction, but also one of the main ways to solve social contradictions and problems. Ideological and political education is both important and difficult to do. Especially under the condition of market economy, China's ideological and political work is relatively weak and does not meet the requirements of the

development of modern society. There are many reasons for the poor effect of ideological and political work, but one of the important reasons is the long-term neglect of psychological education and training. Psychological education and cultivation are the basis of ideological and political education. Without this foundation, ideological and political education cannot go deep into students' cognitive world and help students establish correct rational judgment. Relevant research points out that ideological and political education in colleges and universities has an important impact on Improving college students' psychological cognition. It can not only help college students form correct values, but also dredge and overcome the psychological pressure of colleges and universities. Therefore, exploring the role of ideological and political education in improving college students' psychological cognition has both theoretical and practical value.

Objective: In order to effectively improve the widespread psychological cognitive defects of modern college students, this study constructs a psychological intervention model of ideological and political education in colleges and universities based on the new media environment, which aims to promote the psychological cognition of modern college students and continuously output high-quality physically and mentally sound talents for the construction of the motherland.

Research objects and methods: 300 college students were selected as the research object, and the measurement of students' cognitive impairment was carried out in combination with the Montreal Cognitive Assessment Scale (MoCA). The scale includes seven factors: executive ability, naming ability, attention, language ability, image extraction ability, delayed recall and orientation ability. The higher the score, the better the cognitive function. Then, based on the psychological intervention model of ideological and political education in colleges and universities in the new media environment, the psychological cognition of students is intervened. The intervention cycle is 6 months. The changes of college students' psychological cognition before and after the intervention are compared and analyzed.

Methods: Data through SPSS23.0 statistical analysis software is completed.

Results: Table 1 shows the psychological cognitive changes of college students after 6 months of intervention. It can be seen from Table 1 that compared with before the intervention, after the intervention of the psychological intervention mode of ideological and political education in colleges and universities based on the new media environment, the psychological cognitive ability of college students has been improved, with statistical difference ($P < 0.05$).

Table 1. Changes of college students' psychological cognition after 6 months of intervention (n=300)

Factor	Before intervention	Intervention 3 months	Intervention 6 months
Executive ability	1.45±0.56	3.69±0.59*	4.37±0.48*
Naming ability	1.25±0.43	3.47±0.43*	4.62±0.58*
Attention	1.43±0.57	3.54±0.55*	4.66±0.61*
Language ability	1.28±0.43	3.36±0.41*	4.52±0.60*
Abstract ability	1.66±0.61	3.69±0.59*	4.39±0.43*
Delayed recall	1.52±0.60	3.47±0.43*	4.45±0.56*
Orientation ability	1.45±0.56	3.54±0.55*	4.25±0.43*

Note: * $P < 0.05$ compared with that before intervention.

Conclusions: The psychological intervention model of ideological and political education in colleges and universities based on the new media environment can effectively improve the psychological cognitive ability of college students, and then better ensure the mental health development of modern college students.

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BASED ON THE PSYCHOLOGICAL PERSPECTIVE, WE SHOULD TAKE THE NORMAL PROFESSIONAL CERTIFICATION AS THE GUIDE TO IMPROVE THE TEACHING SKILLS OF MATHEMATICS NORMAL STUDENTS IN AN ALL-ROUND WAY

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Background: Psychology is a science that studies the psychological phenomena, spiritual functions and behaviors of humans and animals. It is not only a theoretical discipline, but also an applied discipline. Including theoretical psychology and applied psychology. Psychological research involves many fields such as

perception, cognition, emotion, personality, behavior and interpersonal relationship, as well as many fields of daily life-family, education, health and so on. On the one hand, psychology attempts to use brain operation to explain the basic behavior and psychological function of individuals. At the same time, psychology also tries to explain the role of individual psychological function in social behavior and social dynamics. At the same time, it is also related to neuroscience, medicine, biology and other sciences, because the physiological functions discussed in these sciences affect individual thinking. Psychology is defined as the scientific study of behavior and psychological processes, as well as the physiological and psychological states of organisms and the influence of external environment. Psychology is divided into five sub fields: neuroscience, developmental psychology, cognitive psychology, social psychology and clinical psychology. In short, neuroscience studies the psychology of the human brain by observing its response. Developmental psychology is a subject that studies how human beings grow, develop and learn. Cognitive psychology studies psychology through computer methods, that is, psychology is compared with computers to understand how humans play games and distinguish between language and object recognition. Social psychology is the study of human group behavior and how to communicate with others. Clinical psychology mainly studies mental health and mental illness. Psychology is mainly a course to help people's mental health. Psychology has a long history, but only a short history. In short, both in theory and in practice, psychology has made important achievements. Therefore, it is worth continuing to expand the scope of application of psychology.

Professional certification is a special certification of professional education colleges and professional education plans implemented by professional certification institutions. It is jointly implemented by professional associations and educators in professional fields to provide quality assurance of university education for students entering professional fields. The implementation of normal professional certification is of great benefit to normal students. Guided by the concept of "student-centered, output oriented and continuous improvement", the certification hopes to promote construction, reform and strength through evaluation, and provide strong support for the training of tens of thousands of qualified teachers, millions of backbone teachers and hundreds of thousands of excellent teachers. The effect of professional certification will appear in the next few years. Under the background of professional certification, mathematics majors in normal universities should pay attention to cultivating students' teaching ability. Teaching skills refer to a series of teaching activities in which teachers complete certain teaching tasks in the teaching process. Teaching skills are an important part of teachers' teaching ability. Teaching skill is a special technology. With the application of modern educational technology, the technical content of teaching skill is higher and higher. However, there are still some problems in the teaching skills of mathematics normal students, which are mainly reflected in the inability to accurately locate the teaching materials, the unsatisfactory curriculum design and the unsatisfactory teaching process. Therefore, deepening the understanding of classroom teaching theory, paying attention to the training and training of normal students' teaching skills, and improving normal students' teaching skills and level are one of the important tasks of normal universities.

Objective: In order to improve the teaching skills of mathematics normal students in an all-round way, this study takes the normal professional certification as the guide, and carries out psychological intervention for the problems existing in the teaching skills of mathematics normal students, so as to improve the teaching skills and level of mathematics normal students.

Research objects and methods: 100 mathematics normal students were selected as the research object to carry out psychological intervention. The intervention cycle was 12 months. The improvement of teaching skills of mathematics normal students before and after psychological intervention was compared and analyzed. The evaluation indicators include: the teaching materials cannot be accurately positioned, the curriculum design is not ideal, and the teaching process is not ideal.

Methods: The data are analyzed through the latest version of minitab20 data statistics software.

Table 1. Improvement of teaching problems of mathematics normal students before and after psychological intervention

Category	Before	After 3 months	After 6 months	After 12 months
Inaccurate positioning of teaching materials	83.29	89.23*	93.32*	94.65*
The curriculum design is not ideal	86.98	89.65*	92.90*	95.36*
The teaching process is not ideal	84.66	89.23*	93.32*	94.65*

Note: Compared with that before psychological intervention, * $P < 0.05$.

Results: Table 1 shows the improvement of teaching problems of mathematics normal students before and after psychological intervention. On the whole, compared with before the psychological intervention,

after the psychological intervention, the teaching problems of mathematics normal students have been significantly improved ($P < 0.05$). This shows that psychological intervention can significantly improve the teaching skills and level of mathematics normal students.

Conclusions: In view of the problems existing in the teaching of mathematics normal students, taking the normal professional certification as the guide and carrying out psychological intervention at the same time can significantly improve the teaching skills and level of mathematics normal students. Therefore, it can be said that based on normal professional certification and psychological intervention, it is of great value to promote the teaching skills and level of mathematics normal students, and it is worth popularizing and applying in the teaching reform of normal students.

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APPLICATION OF CREATIVE PRODUCT DESIGN OF CULTURAL PRODUCTS IN COLLEGES AND UNIVERSITIES BASED ON DESIGN PSYCHOLOGY

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Background: Design psychology is a theoretical course for design majors. This is a subject that designers must master. Design psychology is a science based on psychology. It uses people's psychological state, especially people's demand psychology, to design through consciousness. It also studies people's mentality in the process of design and creation. And the psychological response of design to society and social individuals, and then act on design, so that design can better reflect and meet people's psychological role. It can be said that the research of design psychology is trying to communicate the relationship between producers, designers and consumers, so that every consumer can buy satisfactory products. In order to achieve this goal, we must understand consumer psychology and study the law of consumer behavior. Observation is one of the basic methods of design psychology. The so-called observation is a method to directly observe the speech and behavior of the research object and analyze its psychological activities and behavior rules in a purposeful and planned way under natural conditions. In most cases, the audience's sense of touch when designing products is mobilized through "visual texture", or it is mobilized first and then verified by his personal sense of touch. Therefore, modern designers, especially graphic designers, should mobilize the audience's touch to the scope of thinking according to their needs. In other words, it is necessary to consider the relatively common life experience of the target audience. In addition, any kind of design is inseparable from color. Designers and audiences have a wealth of knowledge about the color of designed products. Some Japanese scholars have summarized people's color feelings into seven kinds: cold and warm, light and heavy, soft and hard, strong and weak, light and dark, quiet and exciting, and simple beauty. In short, designing psychological and emotional stimuli is a valuable tool to encourage users to take action. Arousal includes feelings of guilt and worry, as well as an attractive sense of belonging and recognition of people's values. A common way to combine motivation and emotion in design is to add some graphic elements as auxiliary support if using the advertising language on the website, and use pictures and charts to enhance the incentive effect. In short, both in theory and in practice, design psychology has made important achievements. Therefore, it is worth continuing to expand the application scope of design psychology.

The composition of cultural and creative products in colleges and universities is mainly products and creativity. In ancient China, products were called "utensils". They contain elements such as shape, color, material, and graphics. However, they are different from ordinary products. Because this product is a part of the cultural and creative industry. It includes many links such as design, production, marketing and consumption. It itself contains the cultural heritage of colleges and universities. This "instrument" records the living conditions, spiritual outlook and the pursuit trend of college teachers and students. They are the carrier of spiritual culture in colleges and universities. They can not only meet people's material needs, but also meet people's aesthetic and spiritual needs. At the same time, this carrier can also affect the whole university, make it face up to its current situation, optimize material civilization and spiritual civilization, and make continuous progress. Of course, product creativity is essential. Designers use creative thinking to transform cultural resources. For example, combined with the different characteristics of colleges and universities, taking campus beauty, landmark buildings, traditional culture, historical stories and campus anecdotes as resources and expressing them in interesting forms, the cultural and creative products designed by colleges and universities have both practical functions and aesthetics and artistry, so as to increase the added value of the products and attract people's attention at the first time, stand out among

similar products. In short, design psychology is closely related to cultural and creative products in colleges and universities, which is worthy of research on the design and application of creative products of cultural products in colleges and universities based on design psychology.

Objective: Through in-depth research on the classification of consumer groups of cultural and creative products in colleges and universities, combined with the design elements of cultural and creative products, this paper analyzes the cultural and creative design in colleges and universities from the perspective of design psychology, and explores and studies the design and application of cultural and creative products in colleges and universities from a newer and more targeted entry point. Infiltrate the theory of design psychology into the design of cultural and creative products in colleges and universities, and summarize the corresponding design methods and relatively scientific design theory, so as to provide a certain theoretical reference for the future campus cultural and creative design, and better spread the campus culture with the help of cultural and creative products in colleges and universities.

Research objects and methods: 100 consumers were randomly divided into control group and experimental group, with 50 in each group. The control group adopted the conventional design method, and the experimental group adopted the design method based on design psychology. Then, the psychological experience of the two groups of consumers is compared and analyzed. The evaluation indicators of consumers' psychological experience include: consumption expectation, psychological demand, sensory stimulation, consumption situation, function extension and purchase intention. 0-3 points are dissatisfied, 4-6 points are satisfied, and 7-10 points are very satisfied.

Methods: Use Excel software for statistical data analysis.

Results: Table 1 shows the psychological experience of the two groups of consumers. It can be seen from Table 1 that compared with the control group, the experimental group based on design psychology has better psychological experience effect on cultural and creative products in colleges and universities, and there is a statistical difference between the two groups ($P < 0.05$).

Table 1. Psychological experience of two groups of consumers ($n=100$)

Factor	Control group ($n=50$)	Experience group ($n=50$)	P
Consumption expectation	2	8	<0.05
Psychological needs	3	7	<0.05
Sensory stimulation	2	8	<0.05
Consumption situation	1	8	<0.05
Functional extension	2	9	<0.05
Purchase intention	3	8	<0.05

Conclusions: College cultural and creative products designed based on design psychology have better psychological experience for consumers. It can be said that the theory of design psychology is scientifically and reasonably integrated into the design and application of cultural and creative products in colleges and universities, so as to establish a closer relationship between design psychology and cultural and creative products, which can not only solve the crux of cultural and creative products in colleges and universities in China, but also fully improve the psychological experience and purchase intention of consumers.

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INFLUENCING FACTORS AND COUNTERMEASURES OF LEARNING ANXIETY OF ENGINEERING STUDENTS IN HIGHER VOCATIONAL COLLEGES

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Background: People living today are under great pressure from the environment. Enterprising and competitive, noisy and crowded, busy and heavy make people's mental state often in a state of tension. When they feel a threat, they cannot avoid and deal with, fear becomes anxiety. Anxiety seriously affects people's spiritual life. Continuous or frequent anxiety can lead to overall weakness, loss of appetite, poor sleep and excessive fatigue. Fear, tension and powerlessness are aggravated, attention is relaxed, memory is impaired, thoughts are flustered, do not know what to do, it is easy to have extreme thoughts, exaggerate their incompetence, worry and depression, and sometimes the expectation of terror will lead to irritability,

irritability, complaint and boredom. Learning anxiety is usually manifested as restlessness, inferiority and self-blame, headache, dizziness, fear and impatience. Excessive anxiety makes it difficult to concentrate, interferes with the memory process, affects thinking activities, and causes great harm to physical and mental health. Learning anxiety is not only a stumbling block to excellent learning, but also a kind of chronic suicide in our life. In other words, students are a special group. They are in the enviable flowering season, but sometimes they are overwhelmed by heavy learning. They have to participate in various assessments every semester and bear the inner panic and loss caused by ranking, which is sometimes unimaginable for adults. Anxiety will rise over time. Learning anxiety is mainly caused by the following factors: physiological and psychological factors. At the level of physiological factors, anxiety patients have certain genetic factors, but more are acquired factors. The content and level of a person's personality formation, physical development, health status at that time and the development level of non-intellectual factors will affect the generation of learning anxiety. Healthy people are energetic and emotionally stable. Physical weakness and illness can easily lead to mood swings and anxiety. Weak willed people are afraid of difficulties and setbacks and are prone to anxiety. The ways to overcome learning anxiety mainly include: self-relaxation, increasing confidence, self-stimulation, self-hypnosis and self-reflection. In short, in today's society, students are under various pressures from family, school and even society. Learning anxiety has become an important factor hindering students' learning, which should attract extensive attention and attention from all parties.

The main goal of higher vocational colleges is to cultivate technical talents. That is, the goal is practicality, which is to cultivate a group of talents with university knowledge and certain professional technology and skills on the basis of complete secondary education. The teaching of their knowledge is based on ability and practicality. There is no doubt that China's higher vocational education has developed rapidly and the situation is gratifying in recent years, but behind the appearance of prosperity, the current higher vocational education is facing many difficulties, many problems and contradictions are becoming more and more acute. At the specific level, the recognition of higher vocational education is not high, which is also the mainstream thought of today's society. Various phenomena seem to show that, in terms of national society, higher vocational education is secondary education. For parents and students, higher vocational education is a helpless choice. For employers, the enrollment rate of higher vocational graduates is generally low. In this situation, higher vocational college students have doubts about their majors, which leads to great learning anxiety. In this regard, we should clarify the influencing factors of higher vocational college students' learning anxiety, and find the corresponding countermeasures on this basis.

Objective: To understand the influencing factors of learning anxiety of engineering students in higher vocational colleges, so as to provide reference for higher vocational colleges to carry out corresponding health education and eliminate the learning anxiety of higher vocational students.

Research objects and methods: A total of 2143 engineering students from two higher vocational colleges in our city were selected by convenient cluster sampling. A self-designed questionnaire was used to conduct a collective anonymous questionnaire survey. The contents include: General sociodemographic characteristics, Self-rating Anxiety Scale (SAS). In the analysis of the influencing factors of learning anxiety of engineering students in higher vocational colleges, taking anxiety as the dependent variable and the selected research factors as the independent variable, this paper makes single factor and multi factor unconditional logistic regression analysis.

Methods: Complete the data analysis through SPSS23.0 data statistical analysis software.

Results: Table 1 shows the results of logistic regression analysis on the influencing factors of learning anxiety of engineering students in higher vocational colleges. As shown in Table 1, the influencing factors of learning anxiety of engineering students in higher vocational colleges include gender factors, their own personality, family factors, environmental impact and employment pressure.

Table 1. Logistic regression analysis of influencing factors of learning anxiety of engineering students in higher vocational colleges

Variable	B	S.E(B)	Wald χ^2	P	OR	95% CI
Gender factor	-0.188	0.087	4.657	0.000	0.896	0.641-0.911
Own character	-0.269	0.090	8.469	0.000	0.910	0.641-0.977
Family factors	-0.148	0.048	9.346	0.000	0.896	0.487-0.948
Environmental effect	-0.266	0.048	30.145	0.000	0.896	0.698-0.434
Employment pressure	-0.194	0.057	4.259	0.000	0.910	0.814-1.011

Conclusions: In view of the gender, personality, family, environment and employment characteristics of engineering students in higher vocational colleges, we should pay attention to students' psychological counseling and strengthen social support for students, so as to reduce the learning anxiety of engineering

students in higher vocational colleges.

Acknowledgement: The research is supported by Youth Innovative Talents Project of Guangdong Universities, An Empirical Study on Teaching Quality Satisfaction of Engineering Majors in Higher Vocational Colleges under the Background of Industry-Education Integration-A Case Study of Zhuhai Universities (2019GWQNCX166).

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MARKETING IDEAS AND INNOVATION OF INTERNATIONAL TRADE UNDER THE BACKGROUND OF COGNITIVE IMPAIRMENT

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Background: Cognitive impairment is a disease with cognitive function problems. To clarify its definition, we need to understand and grasp what cognitive function is. Cognitive functions include memory, calculation, space-time location, structural ability, executive ability, language understanding, expression and application. Its behavioral characteristics are concentrated in four aspects: executive ability, attention, language ability and social cognition. For cognitive impairment, for social cognitive ability, it is mainly manifested in anxiety in social communication, weakening of emotional control ability, decline of resonance ability and reduction of recognition of social clues. For attention, it is mainly manifested in the reduction of information processing speed, selectivity and other types of attention changes. For the executive ability, it is mainly manifested in the decline of organization and decision-making ability and the inability to complete complex tasks. For language ability, it is mainly manifested in grammatical errors, ignoring social etiquette, the phenomenon of words failing to express their meaning in communication with people, and problems in abstract language expression and understanding. Clinically, cognitive impairment is a transitional state between normal people and early Alzheimer's disease. Among them, cognitive impairment mainly includes three levels: mild cognitive impairment is characterized by wandering, anxiety, depression, depression, forgetfulness, and decreased memory and attention. Moderate cognitive impairment is characterized by further aggravation of cognitive ability. Patients can be characterized by large emotional fluctuation, paranoia, anxiety, reduced understanding and language expression ability, and reduced resolution of objective things such as time. Severe cognitive impairment develops further from moderate cognition. Patients show decreased overall function and develop to dementia, which will lead to delusion, indifference, lack of self-care ability and so on. Relevant studies have pointed out that since new era, the problem of cognitive impairment has covered all areas of life, and the state and society should pay special attention to it.

International trade is the main form of interconnection between countries (or regions) based on international division of labor. It reflects the economic interdependence among countries (or regions) in the world and is the sum of foreign trade of all countries. International trade mainly includes two types: bilateral trade and multilateral trade. Bilateral trade refers to the trade between the two countries based on the settlement of bilateral agreements. In this kind of trade, both parties use the export of one party to pay for the import of the other party. This method is mainly implemented in foreign exchange control countries. In addition, bilateral trade generally refers to the trade between the two countries. Multilateral trade, also known as multilateral trade, refers to the trade in which three or more countries buy and sell each other on the basis of multilateral agreements. Obviously, under the trend of economic globalization, multilateral trade is more common. At the same time, with the popularization and acceleration of international trade, the demand for innovative marketing ideas is also higher and higher. Because a clear marketing idea can predict the future development situation, which can not only reduce the blindness of operation, but also clarify the development objectives, so as to facilitate international trade to take corresponding measures and strive to achieve the expected objectives. However, there are the following cognitive obstacles in the current marketing ideas of international trade: lack of change in trade mode, relatively backward marketing concept, and too single marketing characteristics.

Objective: In view of the problems existing in the current international trade marketing ideas, carry out cognitive barrier intervention for the personnel of relevant organizations, and crack the disadvantages of the current development of international trade marketing by innovating the marketing mode of international trade.

Research objects and methods: 100 marketing organization personnel of international trade were

selected as the research object to carry out cognitive impairment intervention. The experimental period was 6 months. The changes of international trade marketing ideas before and after the improvement of cognitive impairment of marketing organization personnel were compared and analyzed. Evaluation indicators include: lack of change in trade mode, relatively backward marketing concept, and too single marketing characteristics.

Methods: The data are analyzed through the latest version of Minitab20 data statistics software.

Results: Table 1 shows the improvement of problems in international trade marketing ideas under the intervention of cognitive impairment. On the whole, compared with before the intervention of cognitive impairment, after the intervention of cognitive impairment, the thinking of international trade marketing has been significantly improved ($P < 0.05$). This shows that cognitive impairment intervention can significantly improve the existing problems of international trade marketing ideas.

Table 1. Improvement of existing problems in international trade marketing ideas under the intervention of cognitive impairment

Category	Before	After 1 month	After 3 months	After 6 months
Lack of changes in trade patterns	85.68	91.21*	92.26*	94.26*
The marketing concept is relatively backward	82.34	91.23*	92.32*	94.65*
Marketing features are too single	84.66	89.65*	92.30*	95.36*

Note: Compared with that before the intervention of cognitive impairment, * $P < 0.05$.

Conclusions: In view of the problems existing in the current international trade marketing ideas, the cognitive impairment intervention was carried out for the personnel of relevant organizations. The results show that the problems existing in the international trade marketing ideas have been improved. Therefore, it can be said that the intervention based on cognitive impairment can innovate the marketing mode of international trade, so as to solve the disadvantages of the current development of international trade marketing.

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ACCOUNTING PROBLEMS AND CHARACTERISTICS IN CROSS-BORDER E-COMMERCE IMPORT BUSINESS FROM THE PERSPECTIVE OF PSYCHOLOGY

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Background: Psychology is a science that studies the psychological phenomena, spiritual functions and behaviors of humans and animals. It is not only a theoretical discipline, but also an applied discipline. Including theoretical psychology and applied psychology. Psychological research involves many fields such as perception, cognition, emotion, personality, behavior and interpersonal relationship, as well as many fields of daily life-family, education, health and so on. On the one hand, psychology attempts to use brain operation to explain the basic behavior and psychological function of individuals. At the same time, psychology also tries to explain the role of individual psychological function in social behavior and social dynamics. At the same time, it is also related to neuroscience, medicine, biology and other sciences, because the physiological functions discussed in these sciences affect individual thinking. Psychology is defined as the scientific study of behavior and psychological processes, as well as the physiological and psychological states of organisms and the influence of external environment. Psychology is divided into five sub fields: neuroscience, developmental psychology, cognitive psychology, social psychology and clinical psychology. In short, neuroscience studies the psychology of the human brain by observing its response. Developmental psychology is a subject that studies how human beings grow, develop and learn. Cognitive psychology studies psychology through computer methods, that is, psychology is compared with computers to understand how humans play games and distinguish between language and object recognition. Social psychology is the study of human group behavior and how to communicate with others. Clinical psychology

mainly studies mental health and mental illness. Psychology is mainly a course to help people's mental health. Psychology has a long history, but only a short history. Among them, cognitive psychology studies psychological activities, including problem solving, perception, memory, learning and so on. As a part of cognitive science, this branch of psychology is closely related to other disciplines, including neuroscience, philosophy, linguistics and so on. Cognitive psychology believes that hidden psychological activities should be studied in a scientific way. Psychologists have created two concepts: subthreshold stimulation and implicit memory, which correspond to the accidental formation of psychoanalytic subconsciousness or behavior. Behaviorism and cognitive psychology are the basis of cognitive therapy. Cognitive psychology and other disciplines, such as philosophy of mind, computer science and neuroscience, are classified as advanced disciplines cognitive science. In short, both in theory and in practice, cognitive psychology has made important achievements. Therefore, it is worth continuing to expand the application scope of cognitive psychology.

With the rapid development of China's social economy, many domestic enterprises have expanded their business scope to other countries, and overseas e-commerce platforms have become another economic growth point for enterprises. In the process of carrying out cross-border e-commerce import and export business, the completion quality of accounting work directly determines the normal promotion of various economic activities and the overall economic benefits of enterprises. In other words, for enterprises, expanding overseas markets is not only an important channel for enterprises to obtain higher economic benefits, but also an important means for enterprises to improve their comprehensive competitiveness and economic strength. However, compared with domestic business, there are many new characteristics and problems in the accounting of cross-border e-commerce import and export. At present, the existing problems of cross-border e-commerce import and export accounting mainly include unscientific accounting methods, imperfect system and inadequate supervision. In this regard, based on the perspective of psychology, this paper studies the accounting problems and characteristics in the cross-border e-commerce import business.

Objective: This paper analyzes the problems and characteristics of accounting from the perspective of psychology, and explores its role in cross-border e-commerce import business, in order to explore a set of accounting management mode suitable for cross-border e-commerce import and export, so as to improve the accuracy and efficiency of accounting work and enable the orderly development of import and export business.

Research objects and methods: Select 100 accounting organization personnel of cross-border e-commerce import and export as the research object, carry out cognitive psychological intervention, and the intervention cycle is 6 months. Compare and analyze the changes of problems in cross-border e-commerce import and export accounting before and after the improvement of accounting organization personnel's cognitive impairment. Evaluation indicators include: unscientific accounting methods, imperfect system and inadequate supervision.

Methods: The data are analyzed through the latest version of Minitab20 data statistics software.

Results: Table 1 shows the improvement of cross-border e-commerce import and export accounting problems before and after the intervention of accounting organization personnel with cognitive impairment. On the whole, compared with before the intervention of cognitive psychology, after the intervention of cognitive psychology, the problems existing in the import and export accounting of cross-border e-commerce have been significantly improved ($P < 0.05$). This shows that the intervention of cognitive impairment can significantly improve the existing problems in the import and export accounting of cross-border e-commerce.

Table 1. Improvement of problems in cross-border e-commerce import and export accounting before and after knowledge barrier intervention

Category	Before	After 1 month	After 3 months	After 6 months
Unscientific accounting method	85.68	89.21*	93.26*	94.66*
Imperfect system	82.34	89.23*	93.32*	94.65*
Supervision is not in place	84.66	89.65*	92.90*	95.36*

Note: * $P < 0.05$ compared with that before the intervention of accounting organization personnel with cognitive impairment.

Conclusions: In view of the problems in the import and export accounting of cross-border e-commerce, cognitive psychological intervention was carried out for the personnel of relevant accounting organizations. The results show that the problems in the import and export accounting of cross-border e-commerce have been improved. Therefore, it can be said that the intervention based on cognitive psychology can solve the current development disadvantages of cross-border e-commerce import and export accounting.

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INFLUENCE OF IDEOLOGICAL EDUCATION ON ALLEVIATING COLLEGE STUDENTS’ MENTAL ANXIETY UNDER THE BACKGROUND OF DIVERSIFICATION

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Background: Since entering modern society, with the rapid change of life mode and the intensification of social competition, anxiety has become a common problem in daily life. Anxiety Psychology, as a psychological disease, has not been widely concerned, but it has an important impact on all fields of society. From the perspective of conceptual analysis, anxiety is mainly due to the tension and fear derived from the inability to achieve their own goals or overcome the potential threats around them. Being anxious for a long time will not only frustrate people’s self-esteem and self-confidence, but also distract people’s attention, and then have a negative impact on people’s normal daily life. From the physiological level, the increase of psychological anxiety is the result of disturbing brain memory and thinking, making people show anxiety, tension, indecision and disturbing emotional changes. Anxiety can lead to neurological dysfunction, mental illness or abnormal anxiety. However, if these manifestations are excessive, they will evolve into anxiety disorders, even physical and language stiffness, mental breakdown, or common mental diseases in medicine, which will undoubtedly bring great threats and challenges to people’s body and mind, study and work. At the same time, anxiety, as a common and common psychological disease, also has an important impact on people’s judgment and thinking in their daily life, that is, people in a state of anxiety will not be able to deviate from the normal track of daily life and fall into a kind of self-repression that cannot extricate themselves, so it is difficult to practice their goals, and linger in place in depression. In short, anxiety has spread to all areas of people’s daily life, which should be paid attention to.

With the increasing complexity of human society and the development of information circulation, the renewal and transformation of culture are accelerating day by day. The development of various cultures is facing different opportunities and challenges, and new cultures will emerge one after another. In the modern complex social structure, it is inevitable that different cultures are needed to serve the development of society. However, facing the impact of multiculturalism, college students generally have mental anxiety, which is mainly reflected in indulging in multiculturalism and unable to make a correct value judgment. Ideological and political education is not only the primary content of China’s spiritual civilization construction, but also one of the main ways to solve social contradictions and problems. Ideological and political education is both important and difficult to do. Especially under the condition of market economy, China’s ideological and political work is relatively weak and does not meet the requirements of the development of modern society. There are many reasons for the poor effect of ideological and political work, but one of the important reasons is the long-term neglect of psychological education and training. Psychological education and cultivation are the basis of ideological and political education. Without this foundation, ideological and political education is like a rootless duckweed, always drifting on the surface of people’s thoughts and cannot go deep. Relevant studies have pointed out that ideological and political education in colleges and universities has an important impact on alleviating college students’ mental anxiety, and can help college students form correct values, so as to deal with the impact and corrosion of pluralistic culture. Therefore, based on the multicultural background, exploring the role of ideological and political education in alleviating college students’ mental anxiety has both theoretical and practical value.

Objective: Facing the impact and corrosion of multiculturalism, in order to alleviate the mental anxiety of college students, this paper constructs a reform model of ideological and political education in colleges and universities with psychological training, which aims to dredge the mental anxiety of college students, so as to promote college students to correctly judge the content of multiculturalism and ensure the all-round development of college students’ physical and mental health.

Research objects and methods: 300 college students were randomly divided into control group and experimental group, with 150 students in each group. The control group implemented traditional ideological and political education, and the experimental group implemented the reform mode of ideological and political education based on psychological training for 3 months. Then, combined with the

Self-rating Anxiety Scale (SAS), the mental anxiety of college students is measured. The higher the score, the more serious the spirit is. Finally, the improvement of mental anxiety of the two groups of college students is compared and analyzed.

Methods: Complete the data analysis through SPSS23.0 data statistical analysis software.

Results: Table 1 shows the improvement of mental anxiety of college students in the two groups. Compared with the control group with routine ideological and political education, the experimental group with the reform mode of psychological training ideological and political education improved college students' mental anxiety more significantly, and there was significant difference between the two groups ($P < 0.05$).

Table 1. The improvement of mental anxiety of college students in the two groups ($n=300$)

Factor	Control group ($n=150$)	Experience group ($n=150$)	<i>P</i>
Somatization	2.47±0.43	1.39±0.43	0.00
Obsessive compulsive symptoms	2.54±0.55	1.45±0.56	0.00
Interpersonal sensitivity	2.36±0.41	1.25±0.43	0.00
Depressive status	2.44±0.56	1.43±0.57	0.00
Anxiety state	2.29±0.42	1.28±0.43	0.00
Hostile situation	2.47±0.43	1.39±0.43	0.00
Psychological state of terror	2.54±0.55	1.45±0.56	0.00
Paranoid mental state	2.36±0.41	1.25±0.43	0.00
Psychotic	2.44±0.56	1.43±0.57	0.00

Conclusions: Facing the impact and corrosion of multiculturalism, the reform mode of ideological and political education based on psychological training has an important impact on alleviating college students' spiritual anxiety, helping college students form correct values and promoting the healthy development of college students' body and mind. Therefore, it can be said that the reform model of ideological and political education based on psychological training has high theoretical and practical value.

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ANALYSIS ON THE INFLUENCE OF IDEOLOGICAL AND POLITICAL EDUCATION INNOVATION ON STUDENTS' SPIRITUAL AND EMOTIONAL PRESSURE UNDER THE PATTERN OF "GREAT IDEOLOGICAL AND POLITICAL EDUCATION"

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Background: The teaching contents and tasks provided in college teaching are stricter, which also causes a large number of students to have mental and emotional pressure. The mental and emotional stress of students can be collectively referred to as psychological anxiety in psychology. The generation of psychological anxiety is mostly due to the difference of students' expectations in learning, that is, students are difficult to complete the predetermined goal under pressure, resulting in mental anxiety. In addition, in college life, not only the teaching pressure in learning leads to students' mental and emotional pressure, but also the surrounding students and school environment will bring serious mental pressure to students in daily life, resulting in students' mental and emotional pressure. In psychological research, the treatment for students' mental and emotional stress is educational reform, and students' psychological trauma is repaired through innovative teaching programs. A large number of studies have proved that in college education, students' mental and emotional pressure can be induced by teachers to alleviate the phenomenon. In view of this, major colleges and universities have successively carried out teaching courses to alleviate students' spiritual and emotional pressure, among which the ideological and political education course in colleges and universities has the most remarkable effect. The core content of ideological and political education is to cultivate students' correct values, guide students to build a complete value system by instilling positive

ideas into students, and expect students to be able to deal with external shocks in their study and life.

With the proposal of the great ideological and political pattern, the ideological and political teaching in colleges and universities is defined as the system and mechanism of “integrated leadership, professional operation and collaborative education”. In the practice of ideological and political education in colleges and universities for many years, the pattern of great ideological and political education has become more and more perfect, and has gradually become the basic theory of ideological and political education in colleges and universities. In view of the students’ mental and emotional pressure, ideological and political teaching forms a special ideological system for students from the students’ ideological construction, so as to alleviate the students’ emotional pressure. Under the great ideological and political pattern, there are further understanding and requirements for the ideological and political education in colleges and universities. Under the great ideological and political pattern, it is emphasized that the ideological and political teaching in colleges and universities needs to build a more perfect teaching system and a more comprehensive team of teachers, so as to further improve the teaching quality of ideological and political classroom teaching. The innovation of ideological and political education in colleges and universities under the great ideological and political pattern is the main development direction of ideological and political education in colleges and universities. On the basis of the original ideological and political education, the innovative scheme will undoubtedly have a more direct and obvious impact on students’ spiritual and emotional pressure. Therefore, this paper studies and constructs the innovative scheme of college ideological and political education under the great ideological and political pattern, so as to analyze its specific impact on students’ spiritual and emotional pressure, so as to provide reference for the development of efficient ideological and political education, in order to reduce college students’ negative emotions.

Objective: This paper discusses the construction process of the innovation scheme of ideological and political education in colleges and universities under the great ideological and political pattern, and explores the impact of the innovation of ideological and political education under the influence of the great ideological and political pattern on the spiritual and emotional pressure of college students.

Study design: Taking a university as the research object, the number of students with mental and emotional anxiety in colleges and universities was counted. Professional performance assessment is used to determine the scores of college students’ ideological and political courses, and Self-rating Anxiety Scale is used to count the anxiety of students. The innovative scheme of ideological and political education is constructed by using the great ideological and political pattern. The scheme is applied to the ideological and political education courses in three schools, and the teaching time is 6 months. Compare and analyze the differences of students’ ideological and political course scores and students’ learning anxiety before and after teaching, and analyze the effect of ideological and political innovation education program under the great ideological and political pattern and its impact on students’ learning anxiety. Adopt SPSS24.0. The data difference before and after statistical analysis was statistically significant ($P < 0.05$).

Results: The number of college students suffering from mental and emotional stress is 119. The changes of student performance and anxiety evaluation after passing the ideological and political innovation teaching program under the great ideological and political pattern are shown in Table 1. Table 1 shows that there are significant differences in students’ professional scores and mental and emotional stress before and after the teaching of innovative programs, and they have been significantly improved after teaching.

Table 1. Changes of students before and after teaching

Project	Before teaching	After teaching	P
Ideological and political achievements	63.4	78.9	<0.05
Mental and emotional stress	66.37±2.12	35.78±1.65	<0.05

Conclusions: The emotional stress of college students is the main factor affecting the normal development of students’ study and life. Therefore, colleges and universities need to pay close attention to students’ psychological problems and treat them. Based on the theoretical basis of the great ideological and political pattern, this study constructs an innovative scheme of ideological and political teaching in colleges and universities, so as to alleviate the anxiety of college students under mental and emotional pressure. The results show that under the innovative scheme, students’ professional performance has been significantly improved, and students’ emotional stress score has been significantly reduced, indicating that students’ negative emotions can be alleviated through the innovative teaching scheme. Therefore, in the ideological and political teaching in colleges and universities, teachers need to have strong sensitivity, build students’ correct values and promote students’ growth by constructing innovative schemes.

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THE VALUE OF CULTIVATING COLLEGE STUDENTS' PSYCHOLOGICAL QUALITY FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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Background: As a psychological subject studying social activities, social psychology can effectively analyze social activities and explore the behavior changes between social organizations. In college teaching, social change determines the change of teaching mode. Therefore, analyzing the application of social psychology in college teaching innovation is of great significance to the improvement of college education level. The research of social psychology is mainly aimed at the behavior process and interpersonal relationship of individuals under the influence of the external environment. Social psychology believes that individual experience is affected by social activities, resulting in psychological and behavioral changes. At the same time, within the research scope of social psychology, social activities, social communication behavior and group psychology are its main research contents. With the continuous changes of the international community, how to plan the teaching mode of colleges and universities through social psychology is debatable. With the deepening of research, a large number of educators found that social activities have a certain impact on students' psychological quality. Therefore, colleges and universities began to gradually try to use the content of social psychology to realize the cultivation of students' psychological quality.

Students' psychological quality includes the ability to deal with interpersonal relationships, the ability to withstand blows and setbacks, healthy and correct values and a good outlook on life. In college education, it is not only to comprehensively cultivate students' professional achievements, but also to promote the growth of students' psychological quality. It is also one of the main contents of your college education. Many studies have shown that in college teaching, students' psychological quality is affected by many aspects. The learning environment of colleges and universities is a relatively free environment. In college learning and life, students can participate in various activities and freely choose their favorite courses. In the process of carrying out various activities in colleges and universities, the social level that students can contact has also begun to expand. Most college activities require students to have high social skills, so it can promote the improvement of students' interpersonal relationship processing ability to a certain extent. College education has huge resources. Students can contact the knowledge of all sectors of society through the college education platform, which indirectly or directly affects students' values and outlook on life. Moreover, the social pressure faced by the university also increases gradually with the teaching time. How students deal with the difficulties they face determines the direction of students' future development. Therefore, in college education, the impact of social environment on students is very significant. From the perspective of social psychology, this paper analyzes the specific performance and changes of college students' psychological quality in the social environment, and puts forward theoretical support for the healthy growth of students.

Objective: Explore the social activities of college students in their study and life, analyze the impact of different social activities on students' social psychology, and explore the specific impact of students' social psychology on students' psychological quality.

Study design: Taking a university as an example, 500 students were selected for empirical investigation, the social activities that all students were exposed to in their study and life in the university were counted, and the social psychological status and changes of students in various social activities were determined by fuzzy evaluation method. Collect the interpersonal relationship processing ability, the ability to withstand blows and setbacks, healthy and correct values and good outlook on life and psychological quality of all students, and use SPSS24.0 software analyzes the correlation between students' social psychology and psychological quality, and evaluates the value of social psychology in the cultivation of college students' psychological quality.

Table 1. The influence of social psychology on students' psychological quality

Content	Interpersonal skills	Ability to withstand setbacks	Healthy and correct values	Good outlook on life
Social psychology	4	4	4	4
Social consciousness	4	4	4	4

Results: The influence degree of students' social psychology on students' interpersonal relationship

processing ability, ability to withstand blows and setbacks, healthy and correct values and good outlook on life is shown in Table 1. 0-4 points are used to indicate the degree of influence, 0 indicates no influence and 4 indicates complete influence. Table 1 shows that students' social psychology has a significant and complete impact on students' various psychological qualities.

Conclusions: The cultivation of college students' psychological quality in professional learning is also a key issue that students and college teachers need to pay attention to all the time. Therefore, how to cultivate college students' psychological quality is of great significance. The research determines the teaching direction of colleges and universities by analyzing the social psychology produced in college students' social activities and evaluating the specific value of social psychology in the cultivation of college students' psychological quality. The results show that college students' social psychology has a very obvious impact on their psychological quality. Therefore, in college teaching and daily life, students need to participate in social activities to cultivate their own social psychological growth, and cultivate their own psychological quality based on social psychology, so as to improve students' comprehensive quality and ensure their healthy development in society.

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ANXIETY PSYCHOLOGICAL PROBLEMS OF COLLEGE STUDENTS FROM THE PERSPECTIVE OF IDEOLOGICAL AND POLITICAL EDUCATION

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Background: In psychology, it is believed that college students are just at the boundary between school and society. Many college students can't calmly deal with the pressure of learning, economy, communication and love, passively avoid, and can't actively explore and solve problems, which leads to negative emotions such as complaint, anxiety and fear of difficulties, which seriously affects their physical and mental health. With the acceleration of social development, the social pressure that college students need to face also begins to increase. Under this social pressure, the mental health status of college students has become the main topic of social concern. It is undeniable that in the psychological changes of college students, more psychological problems are anxiety disorders. The conventional psychological anxiety relief program is to carry out psychological courses, instill relevant psychological knowledge into students, and help students understand the serious impact of negative psychological emotions. However, in the development of psychological curriculum, students' interest in the psychological curriculum is not high, which leads to little effect of psychological curriculum on students' psychological counseling. Colleges and universities gradually shift the focus of students' mental health training to ideological and political teaching and alleviate students' psychological anxiety through the cultivation of values in ideological and political teaching.

In the current ideological and political education in colleges and universities, ideological and political education is to build a correct ideological and political outlook for students through ideological and political education, and help students maintain normal healthy values for a long time in their follow-up study and life. In the teaching practice of ideological and political education in colleges and universities for many years, it is found that students are more prone to psychological changes in the study of ideological and political courses, and in the ideological and political teaching in colleges and universities, the results reflected in their teaching can effectively alleviate students' negative psychological emotions. With the change of social situation, the ideological and political teaching curriculum in colleges and universities also needs to be innovated and reformed. The ideological and political teaching reform in colleges and universities is to assist students to establish correct values after enrollment. In colleges and universities, students need to cultivate strong self-management ability, which also needs to cultivate students' self-emotional management. Therefore, it is particularly important to alleviate students' anxiety through ideological and political education in colleges and universities. From the perspective of ideological and political education, the research analyzes the current situation of college students' psychological anxiety in ideological and political teaching, and helps colleges and universities establish innovative teaching programs of ideological and political education that can alleviate students' anxiety, in order to put forward solutions for the development of ideological and political education in colleges and universities and the alleviation of students' anxiety.

Objective: College students are about to enter society, so they are facing great pressure and fierce

competition. Many students fall into confusion about the future in this environment, resulting in anxiety and depression, affecting the level of mental health, and then affecting the healthy growth of students. Ideological and political education in colleges and universities is the main way to shape students' personality, cultivate students' outlook on life and values, and improve college students' psychological quality. Therefore, in order to solve the psychological anxiety of college students, this paper puts forward a teaching scheme with ideological and political education as the core, and analyzes its impact on students' psychology.

Study design: 120 students in a university were selected as the main research object, the psychological anxiety of all students was counted, and the students were divided into groups according to their different psychological anxiety. The innovative program of ideological and political teaching was used to alleviate students' psychological anxiety. All data were collected by SPSS24.0, $P < 0.05$ was statistically significant.

Results: There are different levels of anxiety among all students. The specific analysis of the anxiety of all students shows that the changes of students' anxiety before and after teaching are shown in Table 1. Table 1 shows that the anxiety scores of students in different grades can be significantly reduced in teaching.

Table 1. Changes in students' anxiety

Project	Anxiety score		P
	Before teaching	After teaching	
Freshman (n=30)	69.57±2.31	35.45±1.26	<0.05
Sophomore (n=30)	66.12±2.06	39.52±1.66	<0.05
Junior (n=30)	60.11±2.28	40.02±1.33	<0.05
Senior (n=30)	70.1±2.69	42.06±1.25	<0.05

Conclusions: As an important part of the college curriculum, ideological and political education in colleges and universities needs to pay attention to how to alleviate students' increasing anxiety. The research starts from the improvement of teaching schemes in ideological and political education, and formulates a good teaching innovation scheme for the purpose of improving students' psychological anxiety. The results show that in the innovative teaching of ideological and political education, college students of different grades can get a significant decline in scores, that is, students' psychological anxiety can be significantly alleviated. The psychological anxiety of college students needs to be paid close attention to and solved in college teaching. At the same time, colleges and universities should also build teaching plans based on students' psychological negative emotions in ideological and political teaching, provide the basis of teaching environment for students' healthy growth, promote students' normal growth, and provide a theoretical basis for talent training in our country.

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THE TEACHING REFORM PATH OF ART EDUCATION CURRICULUM IN COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology is the theoretical basis of teaching reform in colleges and universities. In the teaching reform in colleges and universities, the application of educational psychology can realize the practice of teaching reform to the greatest extent. The purpose of educational psychology is to guide the reform of teaching mode and system. From the perspective of educational psychology, any teaching system has its aspects that can be reformed. Educational psychology emphasizes the intervention of human learning and educational programs in the educational context, so as to improve the teaching level. In educational psychology, taking students' learning tasks as the background and psychology as the basis, this paper analyzes students' learning psychology, designs courses and optimizes teaching plans from students' learning levels. In recent years, due to the needs of social development, educational development is constantly updating and iterating, and the tasks of educational psychology are increasing. Therefore, the scope of research objects of educational psychology is also expanding. And with the change of social education concept, education is not only the infusion of knowledge, but also shoulder the role of cultivating students' moral behavior and aesthetic emotion. In college teaching, teachers and schools pay more and more attention to students' aesthetic emotion in colleges and universities. Therefore, how to cultivate

students' aesthetic emotion by using educational psychology from the perspective of students' psychology has become a problem gradually broken through by colleges and universities.

At the same time, in order to cultivate students' aesthetic and psychological values in art courses, teachers in colleges and universities need to carry out aesthetic education in order to cultivate students' aesthetic and psychological values. The proposal of educational psychology provides a reference path for the reform of fine arts in colleges and universities. In educational psychology, it is considered that the formulation of curriculum scheme is based on the three humanistic foundations of school, teachers and students. Schools need to fully support teachers' teaching reform and provide teachers with the necessary environment and conditions for teaching reform. In the process of teachers' teaching curriculum formulation, teachers also need to be student-centered, start with students' learning psychology, and establish a teaching plan in line with students' learning enthusiasm. In art education, students have different views on different things, so there are significant differences in the final art embodiment. Therefore, how to apply the relevant contents of educational psychology in art teaching and optimize the art education curriculum in colleges and universities with the help of the educational viewpoint of educational psychology is of great significance. In the research, by analyzing the relevant core ideas of educational psychology, this paper attempts to analyze the innovative path of art teaching in colleges and universities, so as to provide theoretical reference for the comprehensive development of college students.

Objective: This paper discusses the value of educational psychology in the teaching application of colleges and universities, analyzes the aesthetic psychology of students in art education courses in colleges and universities, applies educational psychology to the reform of art courses, and discusses the impact of teaching reform on students' aesthetic psychology under educational psychology.

Study design: Based on the analysis of the factors affecting the development of art education curriculum in colleges and universities, this paper determines the influencing factors of art education. 200 students were selected from three schools. Each school was divided into an experimental group and control group, with 100 students in each group. The experimental group used the new strategy for art education, and the control group used the traditional scheme for art education. All students were tested for art professional achievement and aesthetic psychological evaluation.

Results: See Table 1 for the performance test and aesthetic psychological evaluation results of middle school students in the three schools after teaching. Table 1 shows that after teaching, the number of excellent students and the number of students with good aesthetic psychology in the experimental group is more than those in the control group, and the difference is statistically significant ($P < 0.05$).

Table 1. Changes of students after innovative teaching of art curriculum

Index		School A	School B	School C
Excellent professional performance	Experience group (n=100)	86	77	95
	Control group (n=100)	64	61	69
<i>P</i>		<0.05	<0.05	<0.05
Good aesthetic psychology	Experience group (n=100)	97	95	97
	Control group (n=100)	74	72	81
<i>P</i>		<0.05	<0.05	<0.05

Conclusions: The comprehensive quality development of college students refers to that students need to develop their other abilities while developing their professional level. The establishment of art curriculum in colleges and universities is to cultivate students' aesthetic values in the way of professional teaching. In the research, educational psychology is used to reform art teaching in colleges and universities, and explore the path of art teaching reform. The results show that in the perspective of educational psychology, students' aesthetic psychology is the main influencing factor of teaching reform, and the teaching scheme constructed on this basis can effectively improve students' aesthetic psychology level. Therefore, in art teaching in colleges and universities, paying attention to students' aesthetic psychology to formulate perfect teaching plans is the main way to help students improve their professional knowledge. At the same time, it can also improve students' aesthetic emotion and promote students' all-round development.

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THE APPLICATION OF BIG DATA AND CLOUD COMPUTING IN THE INTERNET OF THINGS UNDER THE BACKGROUND OF THINKING DISORDER

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Background: Thinking disorder is a common mental problem. There are many reasons for thinking disorder, among which personality, gender and education level are the more obvious factors. At the same time, it is also proposed in some studies that the knowledge environment of individuals in learning is also an important influencing factor. Thinking disorder can be summarized in psychology and psychiatry at the same time. In psychiatry, thinking disorder is not only a kind of cognitive disorder, but also a mental disorder after brain damage. Psychiatry believes that the treatment of thinking disorders requires more thorough surgical treatment or long-term drug relief. In psychology, it is believed that the generation of individual thinking disorder is largely affected by the outside world. In the teaching process, the generation of middle school students' thinking disorder is considered to be affected by families, classmates and teachers. In college teaching, thinking obstacles is the confusion or deviation of students' thinking in the learning process, including symbolic thinking, new words, logical inversion and sophistication thinking. The above four thinking logic obstacles will affect individual cognition for a long time. Therefore, general psychology believes that in order to alleviate students' cognitive impairment, the treatment of students' thinking impairment in curriculum can depend on teachers' teaching mode.

China has a large land area, and the education methods in different regions are very different, which leads to the non-correlation between the education systems in various regions. In this environment, China's educational resources will be seriously wasted, because the repeated construction of the teaching system leads to the repeated utilization of various teaching resources. In addition, under the background of the teaching system running its own affairs, a large number of teaching resources cannot be fully utilized due to the difficulty of sharing, and the generation of massive data increases the burden of the school. The teaching resources that cannot meet the shared applications also limit the teaching development of the school to a certain extent. Therefore, with the support of information technology, research began to integrate educational resources by using advanced cloud computing technology, and push various teaching resources to teachers and students in different colleges and universities through big data technology. However, it is undeniable that the thinking obstacles of college students hinder the expansion and application of big data and cloud computing, as well as the application of big data and cloud computing in IOT Internet cafes. Therefore, in order to promote the development of science and technology in China, we should start with the application of big data in colleges and universities, alleviate the thinking obstacles of college students, so as to realize the wide application of big data and cloud computing technology, in order to provide technical and theoretical support for the development of science and technology in China and provide solutions for the treatment of thinking obstacles of college students.

Objective: This paper discusses the current situation of thinking obstacles of college students, analyzes the application status of big data and cloud computing in the Internet of things in colleges and universities, and evaluates the blocking effect of college students' thinking logic on the application of big data and cloud computing in the Internet of things.

Study design: Make statistics on the application of big data and cloud computing in the Internet of things in a university from 2017 to 2021, count the thinking obstacles of students exposed to big data and cloud computing technology during this period, and evaluate the correlation between the level of thinking obstacles of college students and the application of big data and cloud computing in the Internet of things. Build a treatment plan based on the treatment of thinking disorders, and evaluate the changes in the application of big data and cloud computing in the Internet of things after the implementation of the treatment plan.

Results: After the implementation of the scheme, the number of students with thinking disabilities and the application rate of big data and cloud computing in the Internet of things are shown in Table 1. Table 1 shows that within 6 months after the implementation of the treatment scheme, the number of students with thinking disorders shows a decreasing trend, and the application rate of big data and cloud computing in the Internet of things shows an increasing trend.

Table 1. Effect analysis of thinking disorder after treatment

Project	0 month	3 months	6 months
Number of people with thinking disorders	64	52	21
Application rate (%)	11.7	33.6	52.7

Conclusions: The thinking obstacle of college students is a problem that cannot be ignored in college teaching. The existence of thinking obstacle seriously hinders the development of students and the utilization of school teaching resources. The research starts with students' thinking obstacles, and analyzes the impact of students' thinking obstacles on the application of big data and cloud computing in the Internet of things in the development of colleges and universities. The results show that college students' thinking

obstacles seriously affect the application rate of big data and cloud computing in the Internet of things, seriously hinder the normal development of colleges and universities, and in the application of thinking obstacle treatment scheme. The number of students with thinking disabilities in colleges and universities is decreasing, and the application rate of big data and cloud computing in the Internet of things is increasing. In daily education, colleges and universities need to always pay attention to the problem of students' thinking obstacles, and put forward treatment plans to alleviate students' thinking obstacles, which will not only help colleges and universities solve students' negative emotional problems, but also help colleges and universities develop at a high speed in the torrent of the times.

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THE DEVELOPMENT AND INNOVATION OF LEISURE SPORTS INDUSTRY IN HAINAN FREE TRADE PORT FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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Background: Social psychology is a psychological science that studies the communication psychology among social individuals, groups and organizations. In social development, coastal areas have adopted leisure sports and cultural tourism, emphasizing the use of social communication to promote cultural communication and achieve the purpose of regional development. In social psychology, social representation is the guarantee that determines the development of social communication. According to the research content of social psychology, social representation can help individuals have a clearer understanding ability in social communication. In addition, social psychology shows that social representation can help the specific analysis of a specific phenomenon in social communication and increase the ability of communication and interaction between societies. On the other hand, social psychology believes that the discourse sharing of social representation provides a development background for regional development and enables all sectors of society to communicate effectively. For leisure sports and cultural tourism in coastal areas, tourists are eager to participate in leisure sports, and the tourism industry is eager for tourists to participate in the consumption of leisure sports. There is a certain social relationship between them, that is, tourists, get corresponding services with social consumption psychology, while tourism obtains corresponding consumption with social service psychology. According to social psychology, tourism and tourists complement each other and reach a certain agreement in social communication.

The proposal of Hainan free trade port has greatly improved the economic development of Hainan. At the same time, with the support of policies, Hainan free trade port continues to carry out various tourism projects, among which leisure sports, as an important development industry, has gradually attracted the attention of the broad masses of the people. Hainan has gathered people from all directions. Different cultures have become unique and distinctive urban logo in China. On this basis, it has gradually become a tourist destination for Chinese people. With the support of economic development and tourism development, leisure sports have brought new opportunities and challenges to the local area. There are significant differences between leisure sports and conventional sports. Conventional sports emphasize helping people improve their physical quality and enhance their personal physical performance. The main purpose of leisure sports is to help people understand the local cultural customs and achieve the purpose of leisure and entertainment through sports. In the development of tourism, the social effect brought by social psychology cannot be ignored. Therefore, from the perspective of social psychology, this paper analyzes the development ways of leisure sports industry in Hainan free trade port, so as to provide theoretical support for China's economic development.

Objective: Explore the development status of leisure sports industry in Hainan free trade port, analyze the role of leisure sports culture tourism industry in Hainan's economic development, analyze the impact of social psychology on the development of leisure sports industry in Hainan free trade port, and explore the future development direction of leisure sports industry in Hainan free trade port.

Study design: Using the method of literature, this paper collects the development status of the leisure sports industry in Hainan free trade port, analyzes the changes of social and psychological activities in the

development of leisure sports industry in Hainan free trade port, and puts forward the development direction of the tourism industry to promote the development of leisure sports industry in Hainan free trade port. Statistics on the psychological changes of tourists in Hainan free trade port and the psychological impact of leisure industry on Hainan free trade port in 2021.

Results: The correlation coefficient of tourists' social psychology in the development of the leisure sports industry in Hainan free trade port is shown in Table 1. Table 1 shows that tourists' self-cognition and social cognition have a significant impact on the safety, efficiency, characteristics and personalized satisfaction in the development of the leisure sports industry in Hainan free trade port.

Table 1. The influence of tourists' social psychology on the development of leisure sports industry in Hainan free trade port

Content	Security	Efficiency	Characteristics	Personalized satisfaction
Self cognition	0.572	0.425	0.616	0.497
Social cognition	0.499	0.366	0.378	0.445

Conclusions: Hainan free trade port leisure sports industry is one of the important policies in China's economic development policy. How to realize the rapid development and innovation of Hainan free trade port leisure sports industry is a problem that needs to be solved for social development. Starting from the perspective of social psychology, this paper analyzes the impact of tourists' social psychology on the development of leisure sports industry in Hainan free trade port. The results show that tourists' self-cognition and social cognition have a significant impact on the development of leisure sports industry in Hainan free trade port. Therefore, in the process of social and economic development, we need to focus on the role of social psychology, and use social psychology to provide innovative direction for economic development. On the premise of meeting the basic needs of tourists, it can help to increase the rate of China's economic development.

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ON THE NATIONAL CULTURAL CONNOTATION AND POETIC CHARM OF IMAGE OIL PAINTING FROM THE PERSPECTIVE OF COLOR PSYCHOLOGY

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Background: Color around people, in all aspects of life can reflect its role, but also continue to affect people's daily life. Some psychological studies have pointed out that the existence of color can affect people's emotions, make people feel excited or excited, and make people feel stressed or happy. And some studies have deeply understood that people's mental health and behavior are largely affected by color balance. Color tends to be basically balanced, and people's psychological satisfaction is more sufficient. When people face unbalanced colors, they will have anxious psychological emotions. In addition, some color psychologists believe that the color stimulation generated in social activities will affect individual emotions, which is mainly reflected in paintings. With the deepening of research, the importance of color psychology has not been improved, and has gradually evolved into an important discipline in higher education. At the visual level, psychology believes that the symbolism and association of color bring unique sensory stimulation to individuals, so it can also bring a variety of emotional expression to individuals and induce stronger emotional language. Therefore, from the perspective of color psychology, more and more studies apply it to the analysis of the emotional content of paintings.

It is clear that in college teaching, art course is a very important course, which can cultivate students' aesthetic psychology in art teaching. In art teaching, the cultural connotation of image oil painting is stronger. Image oil painting is a work created by artists under the influence of Chinese culture. It is based on the life experience of the development of Chinese culture. The color and content in the work have unique characteristics. The external expression of image oil painting has its own unique characteristics. There are significant differences between image oil painting and other art forms such as abstract oil painting. Image oil painting changes with the changes of artists' aesthetic taste and cultural spirit, and will be constantly

updated to meet people's aesthetic ideas. The development of Chinese oil painting depends on the image of Chinese traditional culture. Although with the development of society and Chinese culture, image oil painting has achieved satisfactory results, there are still problems of difficult nationalization in the development. Therefore, in college education and research, how to combine Chinese culture and show the traditional cultural connotation and poetic charm in image oil painting is extremely important. The study uses color psychology to construct students' basic appreciation ability, so as to obtain the traditional cultural connotation and poetic charm from image oil painting.

Objective: This paper discusses the application status of color psychology in art courses in colleges and universities, discusses the relevant teaching contents of image oil painting in art teaching in colleges and universities, and analyzes the understanding degree of teachers and students using color psychology to the national cultural connotation and poetic charm of image oil painting.

Study design: There are students majoring in fine arts in a university as the research object. In teaching, teachers take image oil painting as the main teaching content. Using color psychology to analyze students' aesthetic emotional expression and conscious association in the face of image oil painting, teachers evaluate students' ability to understand the national cultural connotation and poetic charm of image oil painting in teaching.

Results: Under the teacher's evaluation, the students' ability to understand the national cultural connotation and poetic charm of image oil painting by using the aesthetic emotional expression and conscious association in color psychology is shown in Table 1. Table 1 shows that under the influence of aesthetic emotional expression and conscious association, students have more strong understanding of national cultural connotation and less weak understanding. Similarly, the number of students with strong understanding of poetic charm is also significantly higher than that with weak understanding.

Table 1. Students' understanding ability of image oil painting under color psychology ($n=100$)

Index	National cultural connotation		Poetic charm	
	Strong understanding	Weak understanding	Strong understanding	Weak understanding
Emotional expression	67	33	79	21
Conscious association	71	29	77	23

Conclusions: College teaching needs to cultivate students' aesthetic ability, and students need to have a certain understanding of China's traditional culture. The research starts with color psychology, analyzes the content of color psychology in students' learning and appreciation of image oil painting, and evaluates students' ability to understand the national cultural connotation and poetic charm of image oil painting under the influence of color psychology. The results show that under the influence of color psychology, most students can fully understand the cultural connotation and poetic charm of image oil painting. In art teaching in colleges and universities, we should cultivate students' basic abilities based on color psychology and emphasize students' aesthetic emotional expression and conscious association, which can not only help students understand image oil painting, but also help colleges and universities carry out courses and inherit Chinese traditional culture.

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TEACHING REFORM AND PRACTICE OF DIGITAL MEDIA APPLICATION TECHNOLOGY SPECIALTY IN COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: The proposal of educational psychology puts forward a new direction for the development and practice of teaching in colleges and universities. Educational psychology emphasizes the intervention of human learning and educational programs under the educational background, so as to improve the teaching level. In educational psychology, taking students' learning tasks as the background and psychology as the basis, this paper analyzes students' learning psychology, designs courses and optimizes teaching plans from students' learning levels. In psychological research, educational psychology includes pedagogy and psychology, but the mechanism of educational psychology is psychology leading pedagogy. Generally

speaking, students' psychology is the key factor of teaching curriculum development. The reason is that curriculum development serves students' learning. Students' attention to curriculum and changes in learning psychology is what teachers need to pay close attention to in teaching reform and innovation. With the development of society, the application scope of educational psychology has gradually expanded. Previous studies have found that early educational psychology focuses on the research of students' psychology and learning rate. Under the premise of social development, some studies have pointed out that educational psychology gradually tends to cultivate students' professional and technical ability. However, it must be admitted that the main way of college educational psychology is to use students' psychology to intervene students' curriculum learning, so as to improve the teaching system.

With the development of the information age, colleges and universities gradually informationize curriculum education. The emergence of multimedia provides a new direction for teachers' teaching innovation. In college multimedia teaching, teachers can use Internet technology to seek professional knowledge from the network and obtain richer and more convincing teaching means, so as to improve students' learning enthusiasm. With the support of multimedia network technology, the teaching of digital media application technology specialty also tends to be information-based. From the daily teaching of digital media application technology specialty, it can be seen that the important thing of digital media is to need people's subjective consciousness. In image production and processing, students take charge of aesthetics and emotion, which can affect their learning results. Therefore, in the teaching of digital media application technology in colleges and universities, how teachers use students' psychology to build a more reasonable internet teaching model is debatable. In order to solve the above problems, the research proposes to use educational psychology to excavate students' learning psychology, so as to analyze the teaching path of digital media application technology specialty.

Objective: To explore the current situation of the teaching curriculum of digital media application technology specialty in colleges and universities, and to explore the role of educational psychology in the teaching reform of digital media application technology specialty in colleges and universities, in order to put forward the direction of the teaching curriculum reform of digital media application technology specialty in colleges and universities in China, and provide theoretical support for the teaching development of colleges and universities.

Study design: In the research, students from freshman to senior grades in a university are taken as the research object, and 60 students in each grade are selected as the main research object to count the students' psychological demands and psychological changes in the study of digital media application technology, and build an innovative teaching scheme of digital media application technology based on students' psychological activities. The innovative scheme is adopted for teaching to evaluate the psychological changes and ideological and political achievements of middle school students in different grades in the teaching process. The teaching time is set as 6 months.

Results: In the teaching process, the psychological changes of middle school students and the changes of students' professional achievements are shown in Table 1. Taking students' learning psychological demands as the main index to evaluate students' psychological changes, they represent no demands and high demands according to the 0-4 score system.

Table 1. Comparison results of students' psychological grade changes

Survey object		Before teaching	After teaching
Professional achievement (points)	Freshman	47.2±5.1	57.9±4.9
	Sophomore	51.4±5.3	60.1±5.1
	Junior	55.6±4.2	61.3±5.2
	Senior	59.1±4.3	66.4±4.8
Psychological appeal	Freshman	1	4
	Sophomore	1	4
	Junior	0	3
	Senior	1	4

Conclusions: Digital media is a popular major at present. How to improve students' performance in professional teaching is a problem that colleges and universities need to solve. In order to improve students' professional performance, educational psychology is used to understand students' psychological changes in the learning process, so as to build an innovative teaching scheme of digital media application technology. The results show that students' professional performance has been significantly improved under the innovative mode. At the same time, students' psychological demands for digital media specialty have become stronger in teaching, and students' learning enthusiasm has been improved. In college teaching,

students' learning enthusiasm is the key factor affecting students' independent and long-term learning. Therefore, it is necessary to take students' psychological demands as the basis and use educational psychology to reflect students' psychological activities, so as to build a perfect college teaching system, which can help students continuously improve their ability in learning, achieve the purpose of college education and provide guarantee for students' future development.

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THE COUPLING OF INNOVATION AND ENTREPRENEURSHIP EDUCATION AND IDEOLOGICAL AND POLITICAL EDUCATION OF FOOD MAJORS IN COLLEGES AND UNIVERSITIES UNDER THE BACKGROUND OF COGNITIVE IMPAIRMENT

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Background: In clinical medicine, it is considered that the generation of cognitive impairment is the brain injury caused by the stimulation or external environment. The brain is the part that controls human activities. The impairment of brain cognitive function will lead to people's inability to accurately judge the external information they receive. However, most studies define cognitive impairment as a mental disease, and divide cognitive impairment into thought cognitive impairment and perceptual deficit disorder. From the perspective of psychology, cognitive impairment is a negative psychological problem. Research suggests that most patients are obstacles after psychological income generation and blow. In psychiatric research, the treatment of cognitive impairment mainly depends on the long-term efficacy of drugs. The treatment brought by drugs is limited, which can only alleviate individual cognitive impairment to a certain extent, and drugs have side effects. Long-term use will bring all kinds of unpredictable consequences. However, some psychiatrists have suggested that cognitive impairment, as an ideological disorder, can effectively cultivate the cognitive ability of patients with cognitive impairment through thinking and cognitive reconstruction. Thinking and cognitive reconstruction is the use of psychological induction to educate and cultivate patients with cognitive impairment, including reshaping the world outlook of patients with cognitive impairment, re-understanding things and events, etc. In modern society with the continuous development of society, people are more likely to have cognitive impairment under the influence of the external environment, and college students are more severely affected. Therefore, how to effectively alleviate and treat college students with cognitive impairment is of great significance.

In college teaching, we will construct students' correct values through ideological and political education, so as to alleviate students' cognitive obstacles. Ideological and political education is a kind of curriculum education to help students maintain normal health value for a long time in their follow-up study and life. Generally speaking, ideological and political education curriculum also continues to affect other curriculum education. With the development of society, food problems have received more attention, so the teaching of food specialty in colleges and universities is more important. In the innovative teaching of food specialty in colleges and universities, it is not only affected by the unique attributes of the current specialty, but also affected by ideological and political education. Some studies have proposed that the reason why ideological and political education affects other courses is that ideological and political course is a course to cultivate students' psychology and thought. The effectiveness of ideological and political education determines the direction of students' psychological and ideological changes, and then affects students' psychological activities in college learning. Although a large number of studies have put forward the correlation between ideological and political education and other majors, few studies have conducted in-depth discussion. Therefore, in order to clarify the impact of ideological and political education on college professional education, the study proposes to analyze the coupling relationship between innovative teaching and ideological and political education of college food major from the perspective of students' cognitive impairment.

Objective: This paper discusses the current situation of students' cognitive impairment in college food specialty courses, analyzes the impact of students' cognitive impairment on their professional achievements, analyzes the mitigation effect of ideological and political education on students' cognitive impairment, and then discusses the coupling relationship between ideological and political education and innovative teaching of college food specialty.

Study design: The research takes the students majoring in food in a university as the object, counts the professional performance and ideological and political education of the students from 2018 to 2021, and counts the changes of students' cognitive impairment during this period. The evaluation index system is

constructed, the entropy method is used to determine the weight of the index, and the coupling co-scheduling model is constructed to calculate the coupling co-scheduling of food innovation and entrepreneurship education and ideological and political education in colleges and universities.

Results: From 2017 to 2021, the degree of coupling and coordination between innovation and entrepreneurship education and ideological and political education of food majors in colleges and universities is shown in Table 1. The quality of ideological and political education is quantified through the changes of cognitive impairment of students in ideological and political education. The coupling degree between 0.8 and 1.0 indicates very strong coupling, between 0.6 and 0.8 indicates strong coupling, between 0.4 and 0.6 indicates moderate coupling, between 0.2 and 0.4 indicates if coupling, and between 0 and 0.2 indicates very weak coupling. Table 1 shows that with the increase of time, the coupling between ideological and political education in colleges and universities and innovative teaching of food specialty gradually increases, and finally reaches a strong coupling in 2021.

Table 1. The coupling relationship between cognitive impairment and teaching innovation in ideological and political education

Project	2017	2018	2019	2020	2021
Ideological and cognitive impairment	0.25	0.30	0.45	0.57	0.67
Perceptual deficit	0.24	0.28	0.44	0.53	0.63

Conclusions: Social cognitive impairment has become a common phenomenon, and the phenomenon of cognitive impairment is also increasing in colleges and universities. Therefore, it is very important to analyze the impact of students' cognitive impairment on professional teaching. In the study, the coupling relationship between ideological and political education and innovative teaching of food specialty is analyzed to evaluate the impact of students' cognitive impairment on teaching innovation under ideological and political teaching. The results show that the coupling between students' ideological and cognitive impairment, perceptual deficiency impairment and food specialty innovation in ideological and political education is increasing, indicating that there is a strong coupling between ideological and political education and food specialty. Therefore, in the teaching innovation of colleges and universities, ideological and political teaching should be used to alleviate students' cognitive obstacles, so as to ensure the development of professional innovative teaching.

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THE APPLICATION OF FLIPPED CLASSROOM TEACHING MODEL IN COLLEGE JAPANESE TEACHING FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology is a type of psychology proposed according to the current situation of education. The purpose of educational psychology is to solve the problems of traditional teaching schemes in innovative design. Educational psychology believes that in the educational situation, human learning behavior is affected by psychology, and in the design of teaching methods, it advocates paying attention to students' learning habits and development space. With the development of society, the field of educational psychology has gradually expanded, and the courses of educational psychology that can be accepted in colleges and universities have also begun to increase. At the same time, the research and development of educational psychology have gradually been widely used in the reform of foreign language teaching in colleges and universities. The reason is that through the research of educational psychology, it is found that the learning psychology of students in foreign language teaching is far more affected than other disciplines. Therefore, teachers begin to try to use educational psychology to reform and innovate foreign language teaching. In foreign language teaching, Japanese is a popular foreign language course for students. In order to improve students' Japanese ability, college Japanese teachers are constantly looking for teaching programs suitable for students' learning. In the application of educational psychology, with the development of information technology, teachers begin to apply flipped classroom to college teaching. How to use educational psychology to conduct Japanese counseling and testing for Japanese course students? The problems that need to be solved under the current development situation.

The proposal of flipped classroom brings hope to the reform of Japanese classroom teaching. Flipped

classroom represents the reversal of knowledge transfer and knowledge internalization. Culture teaching in Japanese teaching has always been a difficulty in the classroom. For incomprehensible language classroom, teachers' lectures cannot arouse students' interest. Therefore, it is necessary to use flipped classroom to reasonably and effectively improve the Japanese teaching mode. In the formulation of flipped classroom teaching mode, it is easy to find that students' psychological activities will have an impact on the formulation of flipped classroom teaching mode. The generation of students' negative psychology in Japanese learning is the students' negative emotion in the face of complex English learning environment in the process of learning. With the continuous development of society, a large number of methods to alleviate students' negative emotions in Japanese learning have gradually emerged, among which education and teaching have an obvious impact on students. In higher education, the reform of educational model for students' psychology in Japanese teaching has also become one of the methods for higher education to improve teaching quality. Therefore, exploring the reform of educational psychology on college English flipped classroom model will not only help to improve college teaching level, but also alleviate college students' negative learning emotions and promote students' healthy development.

Objective: Starting with students' learning psychology, this paper analyzes the role of student-centered educational psychology in the innovation of flipped classroom model in college English teaching, and discusses the impact of Japanese flipped classroom innovation model on students' learning enthusiasm.

Study design: Using the method of stratified sampling, 120 students majoring in Japanese in a university were investigated in class, and the students' learning experience in flipped classroom teaching was judged from the students' classroom performance. Using educational psychology, this paper makes statistics on the changes of students' psychological mutual activities in college learning, so as to formulate the innovative model of Japanese flipped classroom teaching, and applies it to the teaching of Japanese majors. The teaching duration is 4 and. It makes statistics on the positive psychological changes of students before and after flipped classroom teaching, and evaluates the impact of educational psychology on the application of flipped classroom teaching model in college Japanese teaching.

Results: The positive psychological changes of 120 students are shown in Table 1. Table 1 shows that the Japanese flipped classroom teaching mode under educational psychology can significantly affect students' positive psychology, which is reflected in the continuous growth of students' persistent psychology, firm psychology and self-confidence psychology.

Table 1. Changes in students' positive psychology under innovative teaching mode

Positive psychology	Before teaching	After teaching	P
Persistent	46	101	<0.05
Firm	64	107	<0.05
Self-confidence	59	111	<0.05

Conclusions: College foreign language teaching is the main course to expand students' cognition. In college foreign language teaching, how to improve teaching quality and cultivate students' positive learning psychology is very important. Based on educational psychology and starting with the flipped classroom teaching in the teaching of Japanese majors, this paper discusses the innovative mode of Japanese flipped classroom teaching. In the application of the teaching mode, it can be found that the students' positive psychology shows a good development trend, which shows that the college Japanese flipped classroom teaching mode applying educational psychology can greatly improve the students' positive psychology of learning, and then improve the teaching quality. In college foreign language teaching, teachers not only need to improve students' professional ability with language and culture, but also should pay attention to students' psychological changes and find an appropriate teaching mode from students' psychological activities, so as to improve the quality of college teaching and ensure the normal development of students.

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RUSSIAN LANGUAGE AND CULTURE COMMUNICATION STRATEGY BASED ON COGNITIVE IMPAIRMENT

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Background: Cognitive impairment is a kind of mental disorder. People with cognitive impairment usually show different cognition from ordinary people. In psychology, people's cognitive impairment is a functional abnormality in learning and thinking logic judgment. Cognitive psychology believes that the body will go through the process of receiving, transmitting and processing when receiving information. Cognition is information processing. Cognitive impairment is the result of information processing failure in information processing, resulting in the body unable to receive relevant information and cognitive blind spot. At present, the main treatment methods for cognitive impairment are divided into protective treatment and surgical treatment. Protective treatment refers to the medication management of people with cognitive impairment and the use of drugs to treat their nerve cell disorders. Surgical treatment refers to the brain repair of people with cognitive impairment through surgery, and the targeted destruction of some parts of the brain by targeted target. College students' cognitive impairment is a learning disorder caused by students' difficulty in quickly understanding and accepting relevant knowledge when accepting new knowledge. From the current situation of college education, college students come from different regions and have certain differences in basic education. Therefore, there will be cognitive differences in the face of the same knowledge, and cognitive impairment will occur in severe cases.

Foreign language teaching is the subject that is most prone to students' cognitive impairment in college teaching. Foreign language is a language different from students' mother tongue. In foreign language learning, students need to understand the language culture and language connotation of the language they learn, and a large amount of miscellaneous information will have a serious cultural impact on students, resulting in students' cognitive impairment. In the foreign language teaching of colleges and universities in China, Russian, as a main language, is gradually loved by a large number of students. However, the pronunciation of Russian is different from that of Chinese. Russian pronunciation needs skills, and Russia, as a world-class country, contains extremely rich cultural ideas. In the process of learning Russian, students first need to fully understand the local culture and the spirit of Russian with the help of cultural connotation, so that they can master Russian. However, the difficulty of Russian and its language and culture lead to students' cognitive impairment, which makes it difficult to carry out Russian teaching. At that time, Russian language and culture were difficult to spread. From the perspective of the current situation of foreign language teaching in colleges and universities, it is expected that the improvement of foreign language teaching environment in colleges and universities will continue. However, from the perspective of the current situation, colleges and universities pay little attention to the improvement of foreign language teaching environment. Therefore, based on the students' cognitive impairment, the study puts forward Russian cultural communication strategies from the perspective of alleviating students' cognitive impairment, in order to improve the quality of foreign language teaching in colleges and universities and increase students' knowledge.

Objective: This paper discusses the current situation of college students' cognitive impairment, analyzes the impact of students' cognitive impairment on the communication of Russian language and culture, and puts forward the communication strategy of Russian language and culture with solving students' cognitive impairment as the primary task.

Study design: Taking a university in Northeast China as an example, this paper selects Russian majors as the research object, counts the number of students with cognitive impairment among Russian majors, and evaluates the level of cognitive impairment of students. Correlation analysis is used to judge the impact of students' cognitive impairment on students' Russian language ability, so as to construct a Russian language teaching scheme based on alleviating students' cognitive impairment. This paper carries out teaching practice for students with cognitive impairment for 6 months, evaluates the improvement of students' cognitive impairment in teaching, and puts forward the communication path of Russian language and culture in colleges and universities.

Results: The changes of students with cognitive impairment in the teaching process are shown in Table 1. Table 1 shows that in the six-month teaching practice, the number of students with severe cognitive impairment has shown a significant downward trend. At the same time, a large number of students with severe cognitive impairment have gradually changed to low cognitive impairment, and the number of students with low cognitive impairment has increased.

Table 1. Changes of students' cognitive impairment ($n=72$)

Project	0 month	2 months	4 months	6 months
Severe cognitive impairment	37	32	26	18
General cognitive impairment	21	25	29	34
Low cognitive impairment	14	15	17	20

Conclusions: The cognitive impairment of college students is one of the main factors affecting students'

learning, and it is also the main factor hindering the normal development of college teaching. In college teaching, a foreign language is an important subject to help students broaden their horizons. In the research, aiming at the obstruction of Russian language and culture communication in colleges and universities, starting with students' cognitive obstacles, and taking solving students' cognitive obstacles as the starting point, this paper puts forward Russian language and culture communication strategies. The results show that under the new teaching scheme, the number of students with serious cognitive impairment is decreasing, and students' Russian scores are significantly increasing. Therefore, in order to improve the teaching quality and help students learn the language and culture in foreign languages, colleges and universities need to consider students' cognitive barriers and formulate teaching plans by alleviating students' cognitive barriers.

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THE IMPORTANCE OF CONTEMPORARY COLLEGE STUDENTS' VALUES EDUCATION FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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Background: As a psychological subject studying social activities, social psychology can effectively analyze social activities and explore the behavior changes between social organizations. In college teaching, teachers gradually pay attention to social dynamic changes when formulating teaching plans, and formulate teaching plans closer to life through social activities. Therefore, analyzing the application of social psychology in college teaching innovation is of great significance to the improvement of college education level. The research of social psychology is mainly aimed at the behavior process and interpersonal relationships of individuals under the influence of the external environment. Social psychology believes that individual experience is affected by social activities, resulting in psychological and behavioral changes. From the current situation of college teaching, students' campus activities are a kind of social activities, and students' social behavior on campus also affects students' psychology all the time. In some studies, it is proposed that the campus, as a transitional stage in which students are inferior to the society, all the social activities arranged by the school on the campus are set up to help students adapt to social activities in advance. Similar to external social communication, in the research of social psychology in colleges and universities, Tong Yang believes that it includes social activities, social communication behavior, group psychology and other main contents. With the continuous changes of the international community, it is questionable how to gradually improve students' psychological values through social psychology.

The values of contemporary college students are mainly constructed and improved through college teaching. In college teaching, the responsibility of school leaders and teachers is not only to instill relevant professional knowledge into students' thoughts in the form of theory, but also to help students establish healthy values in teaching courses. Generally speaking, the healthy values of college students include establishing correct ideological and moral quality, cultivating students' firm patriotism, cultivating students' positive outlook on life and establishing correct values. From the current college education, students' values education is mainly in ideological and political teaching, but it is undeniable that the current college ideological and political education curriculum is still not deep enough. The current ideological and political education in colleges and universities emphasizes that students receive correct ideological and political education in the classroom and build a perfect moral system, but most of them are only reflected in theory and are difficult to deal with the changing real environment. Therefore, the research starts from the perspective of social psychology, takes the changes of social activities and students' social psychology in the content of social psychology as the theoretical basis of teaching, and puts forward a more targeted value education model for college students for the purpose of cultivating students' values.

Objective: This paper discusses the current situation of students' social activities in colleges and universities, analyzes students' social psychology in social activities, discusses the impact of students' social psychology on students' daily learning state, and analyzes the role of students' social psychology in their values education.

Study design: Taking a university as an example, 200 students were randomly selected from the university for tests and analysis. The school social activities participated by all students from 2019 to 2021

were counted, and the main social psychology of students was obtained by cluster analysis. Evaluate the impact of students' social psychology on students' daily learning, including students' professional achievements and students' psychological changes. The innovative model of college students' values education is formulated based on students' social psychology, which is applied to 200 participating students to evaluate students' professional achievements and psychological changes under the innovative model.

Results: The professional scores and psychological changes of students are shown in Table 1. Table 1 shows that the average score of students' professional performance has been significantly improved after receiving the innovation mode education. At the same time, under the influence of the innovation mode, the number of students with positive psychology has also increased significantly, especially the number of students with correct values.

Table 1. Changes of students' values before and after education

Project	Professional achievement	Firm patriotism	Positive outlook on life	Correct values
Before education	67.8	127	92	66
After education	81.4	184	163	179
<i>P</i>	<0.05	<0.05	<0.05	<0.05

Conclusions: In college education, how to cultivate students' correct values has always been a problem that colleges and universities try to breakthrough. In the research, aiming at the problem of cultivating the correct values of college students, an innovative teaching model in colleges and universities based on social psychology is proposed. This model emphasizes that students' social psychology is the main element affecting students' thoughts. The test results show that under the influence of the innovative model, students' ideological and political professional scores have been significantly improved, and students' values have been cultivated, among them, the number of students who establish correct values has increased significantly. Therefore, in college teaching, in order to help students, develop good values, we should fully understand students' social psychology, take social psychology as the theoretical basis, and build an innovative model that fully affects students' learning attitude, so as to improve students' correct values and promote students' healthy growth.

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THE INFLUENCE OF SINGER'S PSYCHOLOGICAL ANXIETY ON SINGING STABILITY

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Background: For vocal singers, people pay more attention to their singing skills, and often ignore the influence of the singer's psychological state on the singing effect, but the vocal singing effect is closely related to the singer's own psychological activities. Psychological factors play an important role in the singer's singing process. Vocal singers are prone to produce varying degrees of psychological anxiety in training, performance, singing examination and other singing practice activities, which affects the singers' singing performance in singing practice. Psychological anxiety refers to the tension and uneasiness caused by the inability to effectively solve the problem or the premonition that it is difficult to deal with when individuals are facing difficulties or obstacles. Some vocal singers have poor adaptability to the performance environment and are prone to serious psychological tension when performing in unfamiliar venues. There are also some singers who care too much about their singing results and perform in front of a large audience. They have panic and anxiety because they are worried about their performance mistakes. When the vocal singer's psychological anxiety reaches a certain degree, it will seriously interfere with the singer's singing performance and affect the singer's physical and mental health development.

Vocal performance is a comprehensive art, which conveys the singer's emotion and shows the singer's understanding of the song through the performance of human voice and body. In the actual music performance activities, singing may often produce singing psychological anxiety due to insufficient preparation and self-confidence, which will affect the singer's singing performance and the final performance effect. Good mental health can play a positive role in the effect of singers' singing programs,

and good singers' psychological activities can endow singing songs with soul. The poor psychological state is not conducive to the singer giving full play to his singing strength. The performance effect of vocal performance is affected by the vocal singer's sound state and psychological state. Therefore, the research on the importance of the singer's psychological factors in the singing process has important practical significance for the improvement of the singer's singing level and technology.

Objective: The research analyzes the singer's psychological anxiety state in the singing process, discusses the influence of the singer's psychological anxiety state on the singing stability, and analyzes the mechanism of psychological factors in the singing process of vocal singers, so as to provide a reference for maintaining the singing stability of vocal singers.

Study design: Through the statistical analysis of the psychological anxiety of vocal singers, through the analysis of the degree and causes of the psychological anxiety of vocal singers, this paper deeply analyzes the influence of the psychological anxiety of singers on the stability of their singing, discusses the influence mechanism of the psychological anxiety of singers, and puts forward the mitigation measures of the psychological anxiety of singers on this basis, help vocal singers reduce the influence of psychological anxiety on the effect of singing. The study uses the method of correlation analysis to analyze the influence of vocal singers' psychological anxiety on their stable performance, and uses Spearman correlation coefficient to measure the correlation between vocal singers' psychological anxiety and their stable performance.

Results: The statistical analysis results of the causes of singers' psychological tension and anxiety are shown in Table 1. Nervous stage fright, self-confidence, eager for success, inadequate preparation and other adverse emotional effects are the important reasons for singers' psychological anxiety. Then vocal singers are not confident in their own performance strength and lack practical experience, resulting in tension, which affects the stable play of their singing strength. Some singers are eager for success, and their study of vocal music singing knowledge is not complete. Regardless of their own actual development situation, they blindly pursue singing skills, which will also lead to the psychological anxiety of singers. Sometimes other bad emotions of the singer will directly or indirectly affect the stability of the singer's psychological state and interfere with the singer's singing performance.

Table 1. Statistical analysis of the causes of singers' psychological tension and anxiety

Survey object	Male	Female
Nervous stage fright	3	4
Lack of confidence	3	4
Eager for success	4	3
Inadequate preparation	4	3
Other adverse emotional effects	3	3

Conclusions: A good psychological state and singing physiological state have a direct impact on the performance effect of the singer. A good psychological state can help the singer show his emotions more comprehensively, integrate the singer's understanding of the song into the vocal singing, and comprehensively show the emotional connotation that the singer expects to convey to the audience through the singing performance. A good psychological state will have a positive impact on the singer's physiological state and help the singer to keep a relaxed state to sing. Psychological anxiety will have a negative impact on the singer's singing effect, affect the stable play of the singer's singing strength, reduce the singer's real-time singing level, and affect the singer's final singing performance effect. And the singer's psychological state will also affect the movement of his throat organs. When the singer falls into psychological anxiety, the singer's whole-body muscles will enter a tight state, which will lead to the rigidity of his throat organs, which is not conducive to the stable play of singing performance.

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THE IMPACT OF TOURISM PROTECTION AND DEVELOPMENT OF FAMOUS HISTORICAL AND CULTURAL VILLAGES ON ALLEVIATING CONTEMPORARY PEOPLE'S MENTAL ANXIETY

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Background: With the advancement of social and economic development, the speed of social development is accelerating day by day, and social competition is fierce, which makes contemporary people's mental anxiety problems occur frequently, and many people are suffering from different degrees of mental anxiety. The ever-changing social form has brought great pressure on people's life, work, family and interpersonal communication, which makes people fall into a state of mental anxiety for a long time, affects people's mental health and reduces people's quality of daily life. Being in a high state of mental anxiety for a long time will seriously affect the quality of people's mental health and have a serious negative impact on people's daily life, resulting in people's trance, inattention, insomnia and other problems, which is not conducive to the development of people's physical and mental health. In the high-pressure modern social situation, mental anxiety has become the spiritual normality of modern people. People more or less have certain mental anxiety, which requires people to relax their body and mind and adjust their psychological balance by diverting their attention and other ways.

As a precious cultural heritage in China, ancient villages with profound historical and cultural heritage have witnessed the vicissitudes and changes of the Chinese nation and the process of historical development. With the development and upgrading of China's tourism industry, the protection and development of China's famous historical and cultural villages have attracted extensive attention from all walks of life. With the expansion of modern tourism, the development of tourism resources in ancient villages has been deepened, the impact of tourism industry development on famous historical and cultural villages has been strengthened, and the contradiction between the protection and utilization of culture and heritage has become increasingly prominent. It is required to maintain a good balance between the tourism development of famous historical and cultural villages and the protection of cultural heritage, handle the relationship between cultural heritage protection and tourism development.

Objective: The research analyzes the current situation of the protection and tourism development of famous historical and cultural villages, understands the protection and development methods of famous historical and cultural villages, deeply analyzes the internal contradiction between the cultural heritage protection and tourism development of famous historical and cultural villages, and discusses the development means to ensure the balance between the protection and tourism development of famous historical and cultural villages. This paper studies and analyzes the mental health status of contemporary people, understand the degree of contemporary people's mental anxiety, and deeply analyzes the role and effect of the protection of historical and cultural villages and tourism development in alleviating contemporary people's mental anxiety, hoping to provide new ideas for alleviating contemporary people's mental anxiety and promoting the transformation of rural economic development.

Study design: The research collects the tourism protection and development of famous historical and cultural villages through network channels, understands the promotion effect of tourism protection and development progress of famous historical and cultural villages, analyzes people's mental anxiety in contemporary social forms, and obtains the current situation information of contemporary people's mental anxiety. The study uses the method of correlation analysis to analyze the relationship between the tourism protection and development of famous historical and cultural villages and the alleviation of contemporary people's mental anxiety, combined with the Spearman correlation coefficient to understand the effect of the tourism protection and development of famous historical and cultural villages on the alleviation of contemporary people's mental anxiety, deeply excavate the internal relationship between them, and analyze the entry point of the tourism protection and development of famous historical and cultural villages, it provides help for promoting the tourism protection and development of famous historical and cultural villages and improving the mental health level of contemporary people.

Results: The statistical analysis results of contemporary people's mental anxiety emotional state are shown in Table 1. Mental anxiety is a common psychological problem of contemporary people, and most people have different degrees of mental anxiety.

Table 1. Statistical analysis results of contemporary people's mental anxiety and emotional state

Tourist age	18-30	31-40	41-50	51-60
Anxious	4	3	4	3
Depressed	3	2	3	2
Hostile	1	1	1	1
Terror	1	1	2	1
Paranoid	2	1	1	1
Psychotic factor	1	2	1	1

Conclusions: To realize the protection and tourism development of famous historical and cultural villages, we can deeply excavate the non-cultural heritage infamous historical and cultural villages, take the non-cultural heritage as the starting point, give play to the guiding role of folk culture, use the local characteristics of famous historical and cultural villages to attract more tourists and promote the development of rural tourism. The protection and development of famous historical and cultural villages should strengthen the living inheritance of non-cultural heritage, pay attention to the living inheritance of cultural heritage, protect and respect the development laws and characteristics of cultural heritage, and promote the commercial and economic development of famous historical and cultural villages based on the inheritance of intangible cultural heritage of famous historical and cultural villages. Moreover, the government should establish the protection system of intangible cultural heritage inheritors from the institutional level, realize the intelligent protection of intangible cultural heritage through digital technology, establish the database of intangible cultural heritage inheritors, and promote the impact of historical and cultural village protection and tourism development on modern people's spiritual anxiety.

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ANALYSIS OF THE INFLUENCE OF THE INNOVATIVE DEVELOPMENT OF IDEOLOGICAL AND POLITICAL EDUCATION ON STUDENTS' MENTAL ANXIETY FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology is a branch of social psychology, and it is closely related to general psychology and pedagogy. Its main research object is the learning and educational psychology of students and the teaching psychology of educators in the environment of receiving education. By studying the psychology of students and educators, the application of educational psychology can achieve many purposes, such as improving teaching methods, stimulating students' learning motivation, assisting students to face difficulties in the learning process and so on. Under the background of the rapid changes of the Chinese era, the growth environment of China's youth groups has become more complex. Due to the unbalanced development of the social environment, the confusion of values on the Internet, the intensification of employment competition among college students and other problems, some college students have the anxiety of irrational emotional tendency. If this anxiety is not eliminated and guided, it may even develop into mental anxiety disorder, which seriously affects students' life, social intercourse, study, employment and other affairs. Dispelling this anxiety, or restricting and eliminating it in the early stage of anxiety, is conducive to helping college students form stable and positive social values. However, at present, most colleges and universities in China do not set up compulsory mental health courses, and a few elective mental health courses are not valued by students and teachers. Therefore, integrating the content of college students' mental health education into the existing courses is a more realistic and effective strategy, and the ideological and political education course has the characteristics of guiding students' thoughts and psychology, it is most suitable for integration with mental health education. Therefore, this study is committed to exploring the feasibility of applying educational psychology methods in college ideological and political courses to guide and treat students' mental anxiety and emotion.

Objective: To investigate the current overall mental anxiety of college students in China, and carry out teaching experiments to verify whether the integration of educational psychology theory and method into ideological and political education in colleges and universities can alleviate the symptoms of mental anxiety to a certain extent.

Participants and methods: Four colleges and universities were randomly selected from China, and then SAS (Self-rating Anxiety Scale) questionnaire survey was conducted on the students willing to participate in the study. 284 students were selected from the student group with a total score of no less than 50 (it is considered that such students have a certain degree of anxiety symptoms), and they were divided into experimental group and control group on average, carry out ideological and political teaching with the same content, and the teaching experiment lasts for one semester. However, in the teaching process of the experimental group, teachers are required to use the method of educational psychology as much as possible to observe the real-time psychological state of students. When students are found to have anxiety, they should ask and understand the causes of their anxiety in time, and take targeted measures to comfort, encourage solve students' anxiety by solving anxiety affairs, and teach some skills of self-regulation of anxiety. After the experiment, the two groups of students were investigated by SAS questionnaire again. In

addition, all measurement type features in the study are displayed in the form of mean \pm standard deviation for *t*-test, and counting type features are displayed in the form of number or proportion of number for Chi-square test. The significance level of difference is taken as 0.05.

Results: After the experiment, the effective questionnaire data were entered into the computer and Python3.0 programming language, and Table 1 is obtained.

Table 1. Statistics of SAS scale scores of two groups of students before and after the experiment

Statistical time	Experience group	Control group	<i>t</i>	<i>P</i>
Before experiment	56.4 \pm 5.2	56.6 \pm 5.6	0.845	1.749
After the experiment	41.7 \pm 4.8	56.3 \pm 4.5	0.130	0.01
<i>t</i>	0.142	0.822	-	-
<i>P</i>	0.012	1.848	-	-

It can be seen from Table 1 that the *P* values of *t*-test of SAS total score data of the two groups of students and the control group before and after the experiment are 1.749 and 1.848 respectively, which are far greater than the significance level of 0.05. It is considered that the data difference is not significant, that is, the severity of anxiety symptoms of the two groups of students before the experiment is roughly the same and comparable, and pure ideological and political teaching has no effect on treating students' anxiety symptoms. However, after the experiment, the average SAS total score of the experimental group was 41.7, which was significantly lower than that of the control group, and the data difference was significant.

Conclusions: In view of the psychological anxiety of Chinese college students, after investigating and understanding the current situation of the overall mental anxiety of Chinese college students, an ideological and political teaching experiment was designed and implemented. In the experiment, both groups of students received the same ideological and political teaching, but the teachers in the experimental group were required to pay attention to the anxiety of students in the teaching process and take targeted measures to deal with it. After the experiment, the average SAS total score of the experimental group was 41.7, which was significantly lower than that of the control group, and the data difference was significant. The experimental results show that using educational psychology to deal with students' anxiety in the process of ideological and political teaching is helpful to improve students' mental anxiety.

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THE CONSTRUCTION STRATEGY OF LOGISTICS TRANSPORTATION PACKAGING RECYCLING NETWORK MODEL FROM THE PERSPECTIVE OF ENVIRONMENTAL PSYCHOLOGY

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Background: Environmental psychology, also known as ecological psychology, is an applied social psychology discipline that studies the relationship between human psychology, behavior and environment. The research purpose of environmental psychology is to apply the discovered psychological laws and psychological theories and methods to the workers' production process, so as to optimize the production process, reduce or eliminate the occurrence of accidents, and improve the workers' production efficiency. The research scope of environmental psychology and social psychology overlap, but the former pays more attention to the relationship between human psychology and natural environment, while the latter pays more attention to the relationship between the psychology of the research object and the social environment. However, from a macro perspective, the natural environment and social environment are coordinated and unified, because both will have an important impact on the behavior of individuals and organizations. In recent years, the logistics industry has developed rapidly, accompanied by the increasingly serious problem of over decorated package packaging, and customers' lack of corresponding awareness in package recycling and environmental protection, which has further exacerbated the degree of environmental pollution. Scholars in the industry have put forward a number of solutions to this problem, among them, the most effective is to build a logistics transportation packaging recycling network to recycle the used packaging materials. Therefore, this study attempts to use the method of environmental psychology to analyze the psychological factors of residents and system employees who affect the operation

of logistics transportation packaging recycling network system.

Objective: To analyze the current situation of the processing mode of domestic logistics transportation packaging materials, and design a social experiment based on environmental psychology to understand the psychological factors of residents and system employees affecting the operation of logistics transportation packaging recycling network system, so as to provide constructive suggestions for further promoting logistics transportation packaging recycling network system.

Objects and methods: Select an area where the logistics transportation packaging recycling network system is highly accepted, and select 149 residents with different occupations, ages, marital status and financial status and 30 internal staff of the logistics transportation packaging recycling network system as the research objects, residents are required to use the logistics, transportation and packaging recycling network system in this area (the internal employees of the enterprises participating in the experiment are not required to use the system because they have been exposed to it many times at work). After 3 months of use, all students will be trained in special knowledge of environmental psychology to prepare for follow-up research. Conduct semi-structured interviews with all the selected research objects. The interview content is the psychological factors of users they think will have an impact on the operation of the system (it is required to analyze from the perspective of environmental psychology). The influence degree of each psychological element is determined according to the five-level system of no influence, slight influence, general influence, obvious influence and full influence, and it is given 1-5 five-digit integers in turn to improve the accuracy of statistical results.

Results: After the semi-structured interview, the statistical interview data were obtained in Table 1. Note that the characteristics of all measurement types in the study are displayed in the form of mean \pm standard deviation, and the *t*-test is conducted. The significance level of the difference is taken as 0.05.

Table 1. Statistics of semi-structured interview results of research objects

Type of research object	Psychological factor	Average score	Standard deviation of score
Local residents	Dislike trouble psychology	4.36	0.15
	Conservative psychology	4.50	0.25
	Fear of difficulties	3.87	0.13
Employees in the enterprise	Fluke mentality	4.15	0.14
	Comparative psychology	3.49	0.28

It should be explained that the “fear of difficulties” in Table 1, which means that users give up contact with this system because they are afraid that it will be troublesome or difficult to recycle packaging materials. “Fluke mentality” and “contrast mentality” respectively mean that employees think it’s okay to recycle fewer packages. Compared with the packaging that employees think they don’t recycle and the packaging wasted by others, the quantity is small and irrelevant. It is found in Table 1 that residents and enterprise employees respectively think that troublesome psychology, conservative psychology and fluke psychology have the most significant impact on the operation of the system. The average quantitative scores of the impact degree of these psychological factors are 4.36, 4.50 and 4.15 respectively.

Conclusions: In order to alleviate the waste of resources caused by the excessive use of logistics transportation packaging materials in China, this research design carried out a social experiment after investigating and analyzing the current situation of the treatment mode of domestic logistics transportation packaging materials. The experimental results show that residents and enterprise employees think that troublesome psychology, old-fashioned psychology and fluke psychology have the most significant impact on the operation of logistics transportation packaging recycling network system. The quantitative scores of the impact degree of these psychological factors selected by the research objects are 4.36, 4.50 and 4.15 respectively, which are higher than the grade of “significant impact” as a whole.

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RESEARCH ON ONLINE TEACHING EVALUATION AND PROMOTION IN THE CONTEXT OF EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology is a branch of social psychology, and it is closely related to general psychology and pedagogy. Its main research object is the learning and educational psychology of students and the teaching psychology of educators in the environment of receiving education. By studying the psychology of students and educators, the application of educational psychology can achieve many purposes, such as improving teaching methods, stimulating students' learning motivation, assisting students to face difficulties in the learning process and so on. Using the theoretical methods of educational psychology to study and optimize the problems existing in the teaching process will not only help to improve teachers' teaching ability and the ability to solve complex educational problems, but also help schools adjust teaching measures and management mode according to the research results, so as to improve the quality of education and teaching in schools. Dragons and fishes jumbled together to carry out routine teaching while controlling the level of infection. Since the outbreak of COVID-19, online teaching has been applied more and more in China's education industry. However, online teaching mode has just started up in China, and how to accurately and scientifically evaluate online teaching systems is of great significance for easing students' learning anxiety and weariness. And only by making a fair and scientific evaluation of each online teaching system can we quickly put forward targeted strategies to improve the system.

Objective: To understand the operation mode and user feedback of China's mainstream online teaching system, and on the basis of relevant literature and educational psychology, use analytic hierarchy process to build a model for evaluating online teaching system, and use Delphi method to improve the model. According to the evaluation model, this paper puts forward some methods to improve the online teaching system.

Participants and methods: Three schools that are using online teaching system to carry out teaching work in China were selected to investigate the advantages and disadvantages of online teaching mode and online teaching system of these schools, consult the academic research materials of educational psychology and internet teaching, and then sort out the materials according to the above work, using analytic hierarchy process to design a set of online teaching effect evaluation model with secondary indicators. 45 educational psychology, front-line backbone teachers and internet teaching mode researchers from China were found to form an expert group, which sent the initial model to the expert group, asked experts to adjust and optimize it, and gave opinions on the importance ranking of each index. Improve the evaluation model according to these opinions, and then send it to the expert group again for feedback until the expert group reaches an agreement.

Results: After the expert group reached an agreement on the evaluation model, the output evaluation model is shown in Table 1.

Table 1. Evaluation Model of online teaching system

Primary index	Primary index weight	Primary index Cr	Secondary index	Secondary index weight
Content of courses	0.766	0.0251	Learning enthusiasm	0.382
		0.0513	Learning anxiety	0.253
		0.0369	Learning depression	0.131
Exercise module	0.177	0.0870	Knowledge memory assistance	0.104
		0.0261	Calculation difficulty	0.073
System function	0.057	0.0249	Security	0.031
		0.0433	Stability	0.026

It can be seen from Table 1 that the Cr (i.e., random consistency ratio) values of all primary indicators are less than 0.1, so it is considered that the weight distribution of primary indicators of the evaluation model is reasonable (due to page restrictions, the CR coefficient of secondary indicators is not displayed, but its value shows that the weight distribution of secondary indicators is also reasonable). It can be seen from Table 1 that the top three weights in the secondary indicators of the evaluation model are students' learning enthusiasm, students' learning anxiety and students' learning depression, and the weight coefficient values are 0.382, 0.253 and 0.131 respectively. In other words, an excellent online education system evaluation model should stimulate students' learning enthusiasm and positive psychology to the greatest extent, and reduce students' anxiety and depression in the learning process.

Conclusions: In view of the uneven quality of China's online education system, which affects the effect of online students, this study selects three schools that are using online teaching systems to carry out teaching work in China, investigates the advantages and disadvantages of these schools' online teaching modes and online teaching systems, and consults the academic research materials of educational psychology and internet teaching. Then, according to the data sorted out by the above work, the evaluation

model of online teaching system is designed by using analytic hierarchy process. And seek feedback from the expert group. After observing the adjusted evaluation model, it is found that the top three weights in the secondary indicators of the evaluation model are students' learning enthusiasm, students' learning anxiety and students' learning depression, and the weight coefficient values are 0.382, 0.253 and 0.131 respectively. In other words, an excellent online education system evaluation model should stimulate students' learning enthusiasm and positive psychology to the greatest extent, and reduce students' anxiety and depression in the learning process. The results show that based on the current situation of online teaching and the method of educational psychology, and evaluation model can be designed to effectively evaluate the teaching quality of online teaching system, and provide reliable suggestions for the optimization of online teaching mode.

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THE INFLUENCE OF REVITALIZING MODERN AGRICULTURAL MODEL ON FARMERS' ANXIETY

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Background: With the development of poverty alleviation in China, a large number of new industries and policies have been implemented in various poor areas in China. There are a large number of relatively poor farmers in Northwest and Southwest China. Most of them envy or envy the villagers who have become rich around them on the one hand, but are afraid or unwilling to take action to cooperate with relevant government personnel in poverty alleviation, resulting in a certain degree of anxiety due to backward cognition, old-fashioned psychology, fear of difficulties and other reasons. If these farmers remain in anxiety for a long time, it will significantly reduce their sense of happiness and satisfaction in life, inhibit their positive spiritual power to change their current situation, and even make some of them lose their psychological will to resist fate and strive for a happy life forever. At the same time, most of these contradictory farmers have some agricultural production resources, such as farmland management rights and mountain forest development rights. If modern agricultural technology is taught to them and some technical and financial support is provided, it will probably have a significant positive impact on their lives and improve their material living conditions, so as to improve or completely eliminate their anxiety, let them have the psychology and ideas of a positive life.

Objective: To investigate the psychological anxiety of low-income farmers in some rural areas of China, and to find data to verify the impact of modern agricultural technology on their psychological anxiety symptoms, so as to provide some ideas for building a modern countryside and narrowing the gap between urban and rural areas.

Participants and methods: A village with the low overall income level of farmers and planned introduction of modern agricultural technology was selected from China, and the permanent villagers in the

village were investigated with SAS (Self-rating Anxiety Scale),

28 farmers with a total score of more than 50 in the survey results were identified as the research object. Then the local government introduced modern agricultural production technology and production tools to help these farmers improve their income. Later, it was found that 20 farmers chose to receive assistance and 8 chose not to accept. The former was classified as the experimental group and the latter as the control group. One year later, SAS survey was conducted on the two groups of farmers again. Note that the subjects whose total SAS score is in the range of “50-59”, “60-69” and “no less than 70” can also be further divided into mild anxiety, moderate anxiety and severe anxiety. In addition, all measurement type features in the study are displayed in the form of mean \pm standard deviation for *t*-test, and counting type features are displayed in the form of number or proportion of number for Chi-square test. The significance level of difference is taken as 0.05.

Results: After all the investigation steps were completed, the data were entered into the computer, and the previous SAS scoring data of the two groups of farmers were counted by Python program language and Excel software, and Table 1 was sorted out.

Table 1. Statistical results of SAS scores of two groups of farmers

Test time	Experience group	Control group	<i>t</i>	<i>P</i>
First test	58.2 \pm 3.6	58.4 \pm 4.1	0.841	0.967
Second test	41.3 \pm 3.2	63.5 \pm 3.5	0.359	0.005

“The first test” and “the second test” in Table 1 refer to before the start of the modern agricultural assistance project and one year after the implementation of the assistance project respectively. It can be seen from Table 1 that in the first test, the *P* value of the *t*-difference significance test output of SAS score data between the experimental group and the control group is 0.967, which is greater than the significance level of 0.05. It is considered that the data difference is not significant. In the second test, the *P* value of the *t*-difference significance test output of the SAS score data of the two groups of farmers is 0.005, which is far less than the significance level of 0.05. It is considered that the data difference is significant. Specifically, in the second test, the average SAS score of the experimental group was 41.3, which belonged to the level of no anxiety symptoms, while that of the control group was 63.5, which belonged to the level of moderate anxiety. Moreover, the SAS average score of the control group in the second test was also significantly higher than that in the first test.

Conclusions: In view of the problem that some farmers in China suffer from varying degrees of anxiety due to backward cognition, conservative psychology, fear of difficulties, and other reasons, this study investigated the current psychological anxiety status of farmers and the main causes of anxiety. Then an investigation experiment was designed and carried out. The experimental results show that the average SAS score of farmers in the experimental group receiving modern agricultural technical support and assistance one year after receiving assistance is lower than that of farmers in the control group without assistance, and the overall anxiety level of the former reaches the level of “no anxiety symptoms”, while the anxiety degree of the latter rises to the level of “moderate anxiety”. The experimental results show that allowing farmers to accept the assistance of modern agriculture can not only improve their living standards, but also help to reduce the severity of their psychological anxiety symptoms. This is because after the increase of farmers’ income, most of the reasonable and unreasonable reasons for their anxiety about the future and the current situation no longer exist, and the increased income is enough to cover the risk losses they are worried about in their consciousness.

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RESEARCH ON THE INFLUENCE OF APPRECIATION OF JAPANESE LITERARY WORKS ON ALLEVIATING STUDENTS’ AFFECTIVE DISORDER

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Background: Affective disorder, also known as mood disorder, refers to a psychological disease caused by genetic, neurochemical, endocrine, personality, social and other factors, with significant and lasting emotional or mood changes as the main symptoms. The clinical manifestations of the affective disorder are mainly divided into monophasic disorder, which generally refers to depressive disorder. Depressive episode refers to a significant and lasting depression, which may occur from depression to grief, often accompanied by physical discomfort and other symptoms. Manic, refers to the lasting upsurge of emotion and faster-thinking speed than ordinary people. Bipolar disorder has both manic and depressive manifestations, and the two symptoms often occur alternately and repeatedly. At present, the mainstream treatment of affective disorder is drug treatment, psychotherapy and the combination of the two. The prognosis of most patients recovers well, but if the treatment is not timely, the recurrence rate is high. On the one hand, due to many learning contents, difficult learning contents, less free time, narrow social space and other reasons, the overall mental state of middle school students in China has deteriorated compared with their peers decades ago, and some students even suffer from affective disorders. On the other hand, because the Japanese nation has a special historical and cultural background and geographical environment, Japanese literary works are recognized by the world as more delicate emotional expression. Therefore, some scholars propose to let patients with affective disorders read and appreciate Japanese literary works. As a means of treating affective disorders, doctors and scholars in the industry have conducted a lot of relevant research, but it is rare to apply this method to the treatment of middle school students' affective disorders, and carry out case experiments.

Objective: To master the current situation and causes of affective disorders among middle school students in China, then design and carry out treatment experiments, explore the role of appreciating Japanese literary works in treating and alleviating students' affective disorders, and provide some new non-drug treatment methods to improve the mental health level of Chinese students.

Participants and methods: Collect and study the academic materials and classic Japanese literary works of affective disorder, and place three domestic middle school education experts to understand the current situation of middle school students' affective disorder and various psychological reasons. The research team designed a set of questionnaires to investigate the severity of students' affective disorder symptoms. The subjects with a total score of 100 and a score of "less than 60", "60 to 69", "70 to 79" and "more than 80" can be classified as a non-affective disorder, mild disorder, moderate disorder and severe disorder. Two high schools with enough representative teaching content, teaching mode, student size, and basic information in the country were selected from China. The first questionnaire survey was conducted on the students willing to participate in the research in the two high schools to find out whether they have affective disorders. Then 102 students with a questionnaire score of no less than 60 were selected as the research objects, and they were required to read the designated Japanese literary works, read at least three times a week for at least 20 minutes. After three months, conduct a questionnaire survey on the subjects again, and select some students to conduct interviews to understand their feelings of reading Japanese literary works.

Results: After the experiment, the effective questionnaire data were entered into the computer and SPSS21.0 was used for analysis and statistics, and Table 1 is obtained. Note that the test method for the difference of quantitative data in the study is *t*-test, and the different significance level is set to 0.05.

Table 1. Survey results of affective disorders of subjects before and after the experiment

Investigation time	Mean test score	Overall affective disorder level	Standard deviation of test scores	<i>P</i>
Before experiment	68.2	Mild affective disorder	3.5	0.014
After experiment	53.0	No affective disorder	4.1	

It can be seen from Table 1 that before the experiment, the average score of the emotional disorder test of the research object is 68.2, which can be considered that the whole is suffering from mild emotional disorder. After the experiment, the average score of the emotional disorder test of the students is 53.0, which is considered that the whole has no symptoms of emotional disorder, and the data is significantly lower than that before the experiment. The *P* value of the *t*-difference significance test of the two groups of data is 0.014, which is less than the significance level, it is considered that the data difference is significant.

Conclusions: With the increase of talent competition and incentive in China, middle school students in China are facing more and more pressure on study and life. In this environment, some students even suffer from emotional disorders and mental diseases. This study is after sorting out the data and mastering the current situation of affective disorder of middle school students in China. An experiment was designed and carried out, and some high school students were selected as the research objects. The experimental results showed that the average score of the affective disorder test of the research objects before the experiment

was 68.2, and it was considered that they had mild affective disorder as a whole. After the experiment, their average score of the affective disorder test was 53.0, and it was considered that there were no symptoms of the affective disorder as a whole, and the data difference was significant. The experimental results show that allowing students to read and appreciate Japanese literary works can help alleviate students' emotional disorder, because the emotional expression in Japanese literary works is exquisite, which can appease students' depression, mania, and other emotions, so as to reduce the intensity of their symptoms.

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INTEGRATION OF INNOVATION AND ENTREPRENEURSHIP EDUCATION AND NEW LIBERAL ARTS EDUCATION IN PRIVATE COLLEGES AND UNIVERSITIES UNDER COGNITIVE IMPAIRMENT

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Background: In the process of continuous improvement of social and economic level, in order to meet the changing needs of the development of the times and improve the creativity of national construction, China has put forward the development concept of “mass entrepreneurship and innovation”. The thought of “mass entrepreneurship and innovation” has had a certain impact on the development planning of all sectors of society. The innovation and entrepreneurship education model in colleges and universities has been officially launched and vigorously developed. Moreover, under the background of the new liberal arts construction, the traditional liberal arts education has also undergone corresponding changes. Innovation and entrepreneurship education and new liberal arts education in private colleges and universities should integrate with each other and work together in the cultivation of college students. However, in the actual process of integration and application, there have been a series of contradictions and mistakes. The main reason for this phenomenon is that some students in private colleges and universities who accept innovation and entrepreneurship education and new liberal arts education have certain cognitive obstacles, which makes the integration of the two education modes difficult to carry out smoothly. Cognitive impairment is a multiple mental disease, which is mainly manifested in memory impairment, learning impairment, executive dysfunction and other symptoms. The various symptoms of cognitive impairment are closely related and interact with each other, which will significantly accelerate the deterioration of patients' condition, which leads to cognitive impairment becoming a serious psychological disease that is difficult to diagnose and cure effectively. College students with cognitive impairment will have negative performances such as memory loss, learning ability decline and executive function decline, which will hinder the integration of innovation and entrepreneurship education and new liberal arts education in private colleges and universities. The integration of innovation and entrepreneurship education and new liberal arts education in colleges and universities will react on college students with cognitive impairment and alleviate their cognitive impairment to a certain extent.

Objective: The integration of innovation and entrepreneurship education and new liberal arts education in colleges and universities is closely related to students' acceptance of the two education modes. From the perspective of cognitive impairment, exploring the integration mode of innovation and entrepreneurship education and new liberal arts education in private colleges and the impact on students in the integration process can dig out the influencing factors affecting the effective integration of the two, and then put forward targeted improvement measures, so as to achieve the goal of promoting the integration of innovation and entrepreneurship education and new liberal arts education. Finally achieve the purpose of alleviating students' cognitive impairment.

Research objects and methods: Through random selection, 52 college students were selected from two universities, a total of 104. Under the background of cognitive impairment, all college students receiving innovation and entrepreneurship education and new liberal arts education were given corresponding psychological counseling intervention to explore the improvement of cognitive impairment.

Research design: The duration of the intervention experiment was determined as 5 months. 104 college students were given corresponding psychological counseling for cognitive impairment under cognitive impairment. Before and after the intervention, the level of cognitive impairment was evaluated and analyzed by Mini-mental State Examination (MMSE).

Methods: Before and after the intervention, MMSE was used to evaluate the degree of cognitive

impairment of college students, and to explore the improvement of cognitive impairment under the integration of innovation and entrepreneurship education and new liberal arts education. MMSE mainly includes five levels: orientation, memory, attention and calculation, memory and language ability. The scores of each level are 10, 3, 5, 3 and 9 respectively, with a total of 30 points. Use Excel software to calculate and analyze the evaluation data.

Results: Table 1 shows the comparison results of the average scores of students' cognitive impairment before and after the integration of innovation and entrepreneurship education and new liberal arts education in colleges and universities. It can be seen from Table 1 that before the intervention, the average score of each index of students' cognitive impairment was low, and the total MMSE score was only 19.14, indicating that the symptoms of students' cognitive impairment were serious. After the intervention, the average score of each index increased significantly, and the average total MMSE score of the students reached 28.31, indicating that they did not have cognitive impairment.

Table 1. The average score of students' cognitive impairment before and after the integration of innovation and entrepreneurship education and new liberal arts education in colleges and universities

Evaluation index of cognitive impairment	Before intervention	After intervention
Directional force	7.21	9.12
Memory	1.07	2.93
Attention and computational power	2.13	4.73
Recall ability	1.88	2.79
Language ability	6.85	8.74

Conclusions: Exploring the integration of innovation and entrepreneurship education and new liberal arts education in private colleges under the background of cognitive impairment can provide targeted psychological counseling for college students with cognitive impairment, and significantly promote the integration of the two education modes. Moreover, the integration of innovation and entrepreneurship education and new liberal arts education in colleges and universities can significantly improve students' MMSE score and effectively alleviate their cognitive impairment.

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BIM ASSEMBLY DESIGN BASED ON COGNITIVE PSYCHOLOGY

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Background: Cognitive psychology is a subject that studies the psychological changes and laws of the processing process of collecting information in the brain and the formation process of subsequent thinking. The research objects of cognitive psychology are mainly people's advanced thinking processes, such as perception, attention, memory, language, etc., in contrast to behaviorism psychology, cognitive psychology also studies processes that cannot be directly observed, such as memory processing, storage and extraction. Cognitive psychology pays more attention to the basic psychological causes of human behavior, but the process from psychological state to behavior cannot be directly observed. Therefore, cognitive psychologists can only speculate about this process by analyzing the information received by the object and the behavior generated. Therefore, the research of cognitive psychology often needs to carry out experiments to provide basis and support for speculation, the experimental methods commonly used in this discipline include interview, questionnaire, expert consultation and so on. Prefabricated buildings have higher requirements for technology and need to be constructed without mistakes in the whole process, which is a great challenge for constructors. BIM Technology can solve this problem to a certain extent. BIM Technology can simulate and predict construction projects, and realize optimization on this basis to reduce the original technical difficulty. However, when designing BIM prefabricated buildings, if the cognition and psychological situation of construction personnel are not considered, there may be some unnecessary or more cumbersome construction steps, which will increase the workload of construction personnel, resulting

in irritability, depression and negative psychological mood, which is not conducive to the development of construction.

Objective: To analyze the current situation of construction psychology and cognitive ability of constructors of prefabricated buildings in China, design and carry out comparative construction experiments, and explore the psychological impact of considering the cognitive psychology of constructors on constructors in the design of BIM transfer architecture.

Objects and methods: To investigate the current situation of construction psychology and cognitive ability of constructors of prefabricated buildings in China, and analyze their psychological needs and fear of BIM design and construction. Then a comparative construction experiment is designed to design the two projects in the early stage of BIM prefabricated architectural design in China, and it is necessary to ensure that the selected two projects are generally consistent in terms of building type, construction scale, building geological environment and other conditions. Then, the designers of one of the projects are required to consider the cognitive status and psychological needs of the construction personnel during BIM design (share the above survey results with them) to optimize the design content, especially the cumbersome construction, and determine the construction personnel of this project as the experimental group. The construction personnel of another project are the control group. Then, the mental health of the two groups of personnel was investigated before construction and 1 year after construction. The investigation method was to fill in the SCL-90 scale. In addition, the measurement data in the study are displayed in the form of mean \pm standard deviation for *t*-test. The counting data are displayed in the form of number or proportion of number for Chi-square test, and the significance level of difference is set to 0.05.

Results: The effective data were sorted and entered into the computer, and Amos23.0 software for statistical analysis, and the results in Table 1 are obtained.

Table 1. Survey results of psychological status of construction personnel

Investigation time	Experience group	Control group	<i>t</i>	<i>P</i>
Before construction	1.76 \pm 0.32	1.76 \pm 0.30	0.869	1.205
After construction	1.42 \pm 0.27	1.78 \pm 0.29	0.314	0.003
<i>t</i>	0.270	0.638	-	-
<i>P</i>	0.002	1.173	-	-

In Table 1, the display data of the experimental group and the control group before and after construction are the mean and standard deviation of the single average score of SCL-90. It can be seen from Table 1 that the *P* value of *t*-difference significance test of SCL-90 scores of the two groups before construction is 1.205, which is much greater than the significance level of 0.05. It is considered that the data difference is not significant. After construction, the average scores of SCL-90 single items in the experimental group and the control group were 1.42 and 1.78 respectively, the former was 20.22% lower than the latter, and the *P* value of *t* test was less than the significance level, and the data difference was significant.

Conclusions: In view of the insufficient psychological consideration of constructors in the design of BIM prefabricated buildings in China, unnecessary construction steps and cumbersome construction processes occur many times in the construction process, causing negative emotions such as irritability and depression of constructors. This study investigated the current situation of construction psychology and cognitive ability of constructors of prefabricated buildings in China, and then selected two projects under BIM prefabricated building design to carry out construction experiments. The experimental results show that one year after construction, the average scores of SCL-90 single items of the constructors in the experimental group who adjusted the design content in the design process considering the convenience of construction and the psychological needs of constructors are 1.42 respectively, which is 20.22% lower than that in the control group, and the *P* value of *t* test is less than the significance level, and the data difference is significant. The experimental results show that in the process of BIM prefabricated building design, considering the psychological needs and cognitive level of constructors, adjusting the design content will help to improve the mental health level of constructors.

Acknowledgement: The research is supported by: Social Science Project of 2021: Research on Key Constraints of Chongqing's Building Industrialization Development-Based on AHP and Fuzzy Comprehensive Evaluation (No. XKY202107).

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THE THEORY AND APPLICATION OF ROAD TRAFFIC SAFETY MANAGEMENT PLANNING FROM THE PERSPECTIVE OF PSYCHOLOGY

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Background: With the development of national economy, China's residents' car ownership has increased rapidly, but a considerable number of drivers have made various non-standard behaviors in road traffic driving due to fluke psychology, anger psychology, racing psychology, comparative psychology and other reasons. As a result, the number of road violations and traffic accidents in China has increased a lot in recent years. The main participants in road traffic accidents are people, and the main causes of traffic accidents are also related to people, especially drivers and pedestrians. For drivers, misjudgment and prolonged reaction time caused by fatigue and mental slack during driving are one of the important reasons for traffic accidents, followed by drivers' overconfidence in their driving skills, so they are willing to try some high-risk driving actions, which greatly increases the possibility of accident. For pedestrians, contempt for traffic rules and excessive trust in vehicle drivers are also important reasons for putting themselves in a dangerous situation. From the above analysis, it can be seen that psychological factors are of great significance for road traffic safety management planning and strategy application.

Objective: To analyze the psychological characteristics and common psychological misunderstandings of pedestrians and vehicle drivers on the road from the perspective of psychology, on this basis, combined with China's road safety management planning strategy, put forward some suggestions conducive to improving road traffic safety, and optimize and verify the reliability of the suggestions through Delphi method.

Objects and methods: Communicate with personnel of many local traffic management government agencies in China, and collect and learn the latest theoretical data of road traffic safety management planning from the open resource database. Then, based on the contact information, this paper puts forward some suggestions conducive to the implementation and application of the current traffic road safety planning theory from the psychological perspective of drivers and pedestrians. 53 experts in traffic safety management and applied psychology were found from China to form an expert group, and the suggestions were sent to the expert group. Each expert was required to evaluate the reliability of the suggestions and whether there were omissions. If there were omissions, the missing methods should be supplemented, and the impact of each method on the application of traffic safety management planning theory should be evaluated. Note that the impact degree shall be evaluated according to five categories: no impact, slight impact, general impact, obvious impact and full impact, and shall be quantified with five integers of 1, 2, 3, 4 and 5 respectively, so as to improve the evaluation accuracy of impact degree. Integrate and adjust the opinions and information fed back by the expert group, and then return it to the expert members again and ask them to evaluate again. The consultation cycle will not be stopped until the opinions of the expert group are consistent.

Results: After the consultation, the final opinions of the expert group were sorted out and Table 1 was obtained.

Table 1. Statistics of expert group consultation results

Proposal	No effect	Slight impact	General impact	Obvious influence	Full impact
Enhance driver safety education	6	17	20	7	3
Common psychological misunderstandings prompted by road electronic signs	1	9	22	18	3
Signs remind pedestrians of psychological misunderstandings	2	5	17	23	6
Add road facilities according to the psychological characteristics of drivers	8	17	16	7	5

The values in the cells in Table 1 represent the number of expert groups who believe that the corresponding suggestions will have a corresponding level of impact on the application of road traffic safety planning theory. According to the analysis of Table 1, the expert group believes that the psychological suggestions of "signs remind pedestrians of psychological misunderstandings" and "road electronic signs remind common psychological misunderstandings" have the most significant impact on the application of road traffic safety planning theory, followed by "adding road facilities according to drivers' psychological

characteristics” and “enhancing drivers’ safety education”, Moreover, the number of experts who believe that the impact of the above opinions is greater than the “general impact” is 29, 21, 12 and 10 respectively.

Conclusion: In view of the problems that need to be improved in the implementation of China’s road safety management planning, this study analyzes the psychological characteristics and common psychological misunderstandings of pedestrians and vehicle drivers on the road from the perspective of psychology. On this basis, combined with China’s road safety management planning strategy, this study puts forward some suggestions conducive to improving road traffic safety, The Delphi method is used to optimize and verify the reliability of the suggestions. The Delphi consultation results show that the expert group believes that the two psychological suggestions of “signs remind pedestrians of psychological misunderstandings” and “road electronic signs remind common psychological misunderstandings” have the most significant impact on the application of road traffic safety planning theory. The results show that considering the psychological factors of pedestrians and drivers in the development of road traffic safety management is helpful to improve the level of road safety management and reduce the possibility of road safety accidents.

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COPING STRATEGIES OF CROSS-BORDER E-COMMERCE DEVELOPMENT INNOVATION MODEL FOR CONSUMERS WITH AFFECTIVE DISORDERS

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Background: Affective disorder, also known as mood disorder, is a disease with long-term, serious emotional or mood changes caused by various reasons. The clinical manifestation of affective disorder is mainly the abnormal mood of patients, with obvious rise or fall, accompanied by a series of psychotic symptoms, such as cognitive impairment, behavioral disorder, hallucination, delusion and so on. The onset of affective disorder is repetitive, alternating and mixed. The clinical manifestations of affective disorders include depressive episode, manic episode, mixed episode, cyclic mood disorder and dysthymic disorder. Through e-commerce, consumers can realize various business, transaction and financial activities such as online shopping, online transactions between merchants, and online electronic payment. In the context of economic globalization, the regional restrictions on consumption have also been broken, and cross-border e-commerce retail imports are increasingly favored by consumers and investors. However, the current cross-border e-commerce development model does not take into account patients with affective mental disorders. There are many products provided by e-commerce platforms, and many of them have similar functions, appearance and prices, which makes it difficult for consumers to choose and aggravate the condition of patients with mental disorders. Therefore, the innovative model of cross-border e-commerce development is of great significance.

Consumer psychology is a branch of psychology that mainly studies the consumer behavior and psychological change law of consumers in consumer activities, including the process of consumers’ psychological activities, consumers’ personality psychological characteristics and so on. In the theory of consumer psychology, it is believed that consumers have a series of complex psychology in the process of making purchase decisions, such as seeking truth, beauty, convenience, comparison, preference, conformity, pride, possession, preservation, nostalgia, love to take advantage, fear of regret and so on. Based on consumer psychology, the research analyzes the psychological activities of consumers with affective mental disorders in cross-border e-commerce consumption, and then puts forward strategies to innovate the development model of cross-border e-commerce, so as to avoid consumers falling into choice anxiety to the greatest extent, alleviate consumers’ affective mental disorders, reflect humanistic care and jointly build a harmonious society.

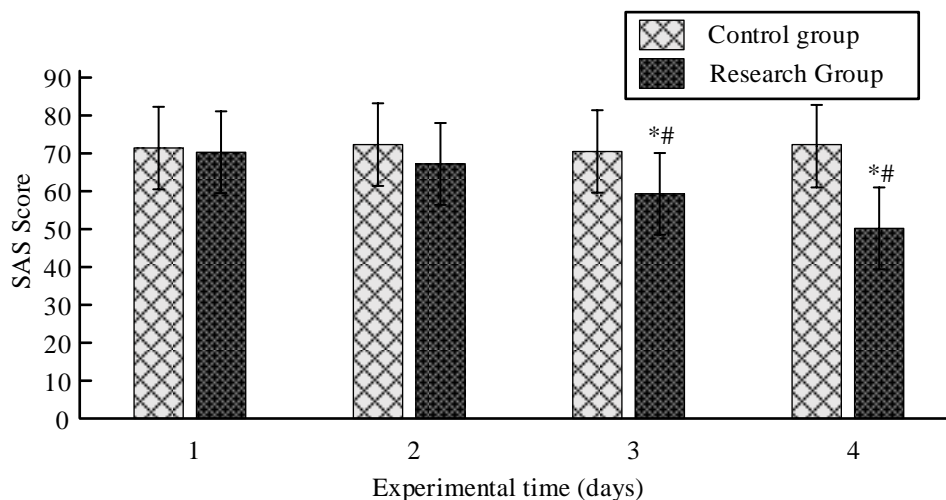
Objective: The current cross-border e-commerce development model does not take into account patients with affective mental disorders. There are many products provided by e-commerce platforms, and many of them have similar functions, appearance and price, which makes it difficult for consumers to choose and aggravate the condition of patients with mental disorders. The research proposes strategies based on consumer psychology to innovate the development model of cross-border e-commerce, so as to avoid consumers falling into choice anxiety to the greatest extent, alleviate consumers’ emotional mental disorders, reflect humanistic care and jointly build a harmonious society.

Research objects and methods: 200 cross-border e-commerce consumers with affective disorders were selected as the research objects, and Wechsler Memory Scale (WMS) was used to evaluate consumers' cognitive ability. Self-rating Anxiety Scale (SAS) and Self-rating Depression Scale (SDS) were used to evaluate the mental health status of consumers.

Research design: Using the random number table method, 200 cross-border e-commerce consumers with affective disorders were randomly divided into two groups: the research group and the control group, with 100 people in each group. For the consumers in the research group, the cross-border e-commerce development innovation model constructed by the research is adopted for shopping. Consumers in the control group used the traditional cross-border e-commerce development model for shopping. After a period of time, the degree of affective disorder and mental health status of the two groups were compared.

Methods: The corresponding data were processed and calculated by software SPSS22.0.

Results: The anxiety level of consumers in the study group decreased significantly and was significantly lower than that in the control group ($P < 0.05$). The changes in the anxiety level of consumers in the two groups are shown in Figure 1.



Note: * means $P < 0.05$ compared with that before the test; # It means that compared with the control group at the same time, $P < 0.05$.

Figure 1. Changes in the degree of anxiety of consumers in the two groups

Conclusions: Affective disorder, also known as mood disorder, is a disease with long-term, serious emotional or mood changes caused by various reasons. The current cross-border e-commerce development model does not take into account patients with affective disorders, and the degree of humanistic care is not enough. The research proposes strategies based on consumer psychology to innovate the development model of cross-border e-commerce, so as to avoid consumers falling into choice anxiety to the greatest extent, alleviate consumers' emotional mental disorders, reflect humanistic care and jointly build a harmonious society. The experimental results showed that the anxiety level of consumers in the study group decreased significantly and was significantly lower than that in the control group ($P < 0.05$).

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THE INFLUENCING FACTORS OF YOUTH TENNIS GAME SIMULATION SYSTEM ON COMPETITION PSYCHOLOGICAL STABILITY

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Background: In tennis competition, athletes often need to carry out a lot of physical consumption. Not only that, the competition process is also the consumption process of athletes' psychological energy. Especially for young athletes, their psychology is in the stage of continuous development and improvement, and their psychological quality is still unstable. If they lack appropriate psychological counseling and psychological training in the process of participating in the competition, their competition psychological stability is likely to be affected with the enhancement of external psychological stimulation factors in the

difficult competition environment, causing teenagers to form competition psychological barriers. The common psychological disorders of teenagers' competition stability include competition motivation disorder, tension and anxiety disorder, competition activation disorder, psychological saturation disorder and competition aggression disorder. Competition motivation barrier refers to the phenomenon that young athletes, affected by competition results, think that their achievements are not proportional to their efforts, which leads to the reduction of competition initiative and inability to devote themselves to the competition. Tension and anxiety disorder refers to that the psychological anxiety of young athletes during the competition is greater than the appropriate degree to improve their enthusiasm, which leads to psychogenic physiological phenomena such as uncontrolled body, nausea and nausea, which seriously affects the physical and mental health of young athletes. It refers to the psychological disorder caused by the failure of teenagers to activate themselves during the competition, which leads to the psychological disorder of teenagers before the competition. Psychological saturation disorder refers to the psychological reaction force that hinders the competition because the psychological fatigue of young athletes cannot be effectively alleviated due to long-term physical and psychological pay. Competition attack disorder refers to the psychology of young athletes is easily affected by the high-intensity antagonistic hint in the tennis court, which leads to teenagers' aggressive behavior outside the court. In view of the above obstacles of competition psychological stability, young tennis players can solve them by increasing their competition experience, adapting to the feeling of the field and balancing the competition form. By using the tennis competition simulation system, young tennis players can provide a platform to increase competition psychological experience, so as to achieve the effect of stabilizing their mentality.

Objective: This study increases the competition psychological experience of young tennis players by using the tennis competition simulation system, so as to improve the psychological stability of young tennis players.

Subjects and methods: This study combines the K-means clustering algorithm with the simulation comparison experiment, clusters the young athletes with different characteristics, lays the foundation for the comparison experiment, and analyzes the effect of the simulation competition system on different types of teenagers in the comparison experiment.

Study design: This study uses K-means clustering algorithm to classify the unstable psychological characteristics of young tennis players in the competition process, and adopts the way of simulation experiment to conduct simulation system competition experiments on young people with different unstable psychological characteristics, The psychological effects of tennis match simulation experiment on teenagers with different psychological characteristics were compared and analyzed.

Methods: In this study, computer-based algorithm clustering is used, and excel is used for comparative experimental data statistics and analysis. In this study, computer degree algorithm clustering is used, and excel is used for comparative experimental data statistics and analysis. At the same time, this study adopts the five-level quantitative method for quantitative analysis in the analysis of impact degree. The higher the quantitative level is, the more significant the impact degree is.

Results: The impression of simulated tennis matches on teenagers with different stability disorders is shown in Figure 1.

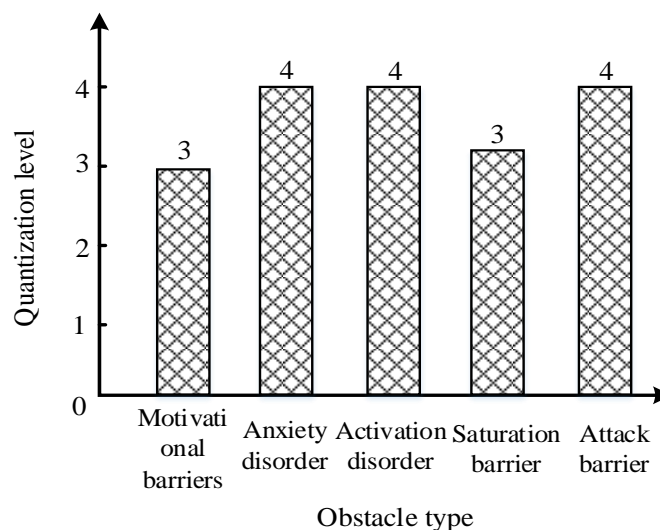


Figure 1. Psychological cognitive performance of patients

As shown in Figure 1, it can be seen that the positive impact of simulated tennis competition on tension and anxiety disorder, activation disorder and aggression disorder is more significant, reaching level 4 of the quantitative level, and the positive impact on competition motivation disorder and psychological saturation disorder is obvious, but not significant, only reaching level 3 of the quantitative levels shown in Figure 1, it can be seen that the simulated tennis game has a significant positive impact on three aspects: tension and anxiety disorder, activation disorder and aggression disorder, and has a significant but not significant positive impact on competition motivation disorder and psychological saturation disorder.

Conclusions: Teenagers are in a period of psychological growth, and the psychological response mechanism to strong external stimuli is not perfect. In this study, the competition psychological stability of young athletes in tennis competition is analyzed, and the tennis competition simulation system is applied to the daily training of young athletes. The results show that the system has significant effects on the tension and anxiety disorder, activation disorder the three types of aggressive disorder have a significant impact, and the positive impact on competition motivation disorder and psychological saturation disorder is also obvious. It can be seen that tennis competition simulation system can effectively improve teenagers' competition psychological experience, help teenagers improve competition psychology and improve their comprehensive quality

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PROFESSIONAL DEVELOPMENT OF ESP ENGLISH TEACHERS IN CHINESE COLLEGES AND UNIVERSITIES BASED ON EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology takes the psychological activities of students in the process of education as the main research content, and the main basis in the research process is the psychological law of students. The use of language itself is a psychological phenomenon, and the process of using language is the process of psychological activities. Educational psychology advocates those students and teachers in the teaching process should be studied as a separate whole, rather than individual psychology should be divided into independent parts with weak correlation. Educational psychology highlights the influence and role of psychology and emotion in teaching activities, and believes that there is a close interaction between teachers and students in the teaching process. In the effective teaching of educational psychology, teachers will actively contact with students, and give students a positive impact on cognitive behavior and emotional behavior in the learning process. This concept of educational psychology can be extended to that the educational relationship is a psychological relationship between teachers and students before it is a behavioral relationship. In order to ensure the efficiency and positive of this relationship, it is not enough to only pay attention to the students, but also give more psychological attention to the teachers, because teachers grasp the psychological dominance to a great extent in the teaching process. Teachers' love for work, their sense of responsibility to students, their noble ideological and moral character and personal charm will have a positive impact on students. This study takes Chinese college ESP English teachers as the key focus in the teaching relationship, and judges the quality of college ESP English teaching by paying attention to the self-development of Chinese college ESP English teachers in the teaching process. By paying attention to college ESP English teachers and taking teachers' professional development direction and strategy as the development direction and strategy of teaching relationship, this paper will help college ESP English majors improve their teaching level and indirectly improve the learning effect of ESP English majors.

Objective: This study takes educational psychology as the theoretical basis, judges the teaching quality brought by a teaching relationship by paying attention to the professional development of teachers in the teaching relationship, and indirectly improves the ESP English teaching effect and students' learning experience by providing directions and strategies for the professional development of ESP English teachers.

Subjects and methods: This study combines the field survey method, BP neural network and importance analysis method to study which psychological elements are more conducive to the professional development of ESP English which elements are more conducive to the efficiency of teaching relations in the teaching

process by analyzing the importance of ESP English teachers' psychological factors.

Study design: This study uses the field survey method to investigate students' preferences for different types of teachers through the university campus curriculum website. On this basis, BP neural method is used to classify the psychological factors of ESP English teaching, and the importance analysis method is used to analyze the importance of different psychological factors in the development of ESP English teachers' professional development and teaching relationship.

Methods: In this study, excel was used to make statistics and analysis of the survey data.

Results: The distribution of teachers' psychological personality tendency preference is shown in Table 1.

Table 1. Distribution of teachers' psychological personality preference

Teachers' psychological personality tendency	Frequency	Percentage (%)
Academic knowledge tendency	59	12.83
Intellectual thinking tendency	126	27.39
Skill practice tendency	39	8.48
Moral trend	57	12.39
Humorous tendency	179	38.91
Total	460	100.00

Table 1 shows the preference distribution of ESP English majors in Chinese colleges and universities for teachers' psychological personality tendency. It can be seen that ESP English majors in colleges and universities have the highest preference for ESP English teachers with humorous and intelligent thinking tendency in psychological personality, reaching 27.39% and 38.91% respectively. It can be seen that in the professional development of ESP English teachers. Changing the mentality towards these two directions is conducive to enhance students' love for themselves, and then establish a positive psychological information transmission mechanism in the relationship between teachers and students.

Conclusions: Educational psychology pays attention not only to the educated side in a teaching relationship, but also to the educational side in the teaching relationship. Through positive professional development in the teaching relationship, teachers can improve their psychological guidance ability for students, and then help students enhance their learning driving force and improve their learning effect while planning their own development process, so as to realize the two-way development, good development and common development of both sides in the teaching relationship, and provide an optimized path for the overall development of ESP English major in Chinese colleges and universities.

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A COMPARATIVE LITERARY STUDY OF THE CULTURAL TURN IN ENGLISH TRANSLATION UNDER COGNITIVE IMPAIRMENT

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Background: Cognitive impairment is a cognitive disorder between normal aging and dementia. In the past, it was called "slight impairment of cognitive ability" and now it is also called "cognitive impairment syndrome". It is characterized by the abnormal decline of memory, attention, cognitive understanding and other abilities inconsistent with the age of relevant patients. Although patients will have mild impairment of cognitive function to varying degrees, However, normal living ability is not affected. Cognitive impairment is not a single concept, but can be divided into three different types according to the degree and type of cognitive impairment of patients, which are memory impairment symptoms, non-memory impairment symptoms and multiple cognitive impairment symptoms. If patients with cognitive impairment have only a single memory function module damaged, they can be identified as a single forgetting cognitive impairment. On the contrary, if multiple memory function modules are identified as damaged, they are forgetting cognitive impairment in multiple fields. If the memory function module of patients with cognitive impairment is not impaired, they can be defined as non-forgetting cognitive impairment. If only a single non-memory cognitive function module is damaged, it can be identified as non-forgetting cognitive impairment. On the contrary, if multiple non memory cognitive function modules are identified as damaged, it is non-forgetting cognitive impairment in multiple fields. According to the survey, the probability of mild

cognitive impairment in the population is 3% to 36%. Once cognitive impairment occurs, it may turn into dementia without intervention. Because most patients with cognitive impairment have a certain degree of normal living ability, the impact on their own life is not serious enough to the bottom of the need for medical treatment, so patients and their families will delay the time of medical treatment, which will lead to the transformation of patients from cognitive impairment to dementia symptoms. Understanding exercise using artistic and literary information in daily life is conducive to the improvement of patients with cognitive impairment. In daily life, people with cognitive impairment have relatively weak ability to accept and understand art information, especially in the comparative literature research under the cultural turn of English translation. Therefore, this study will establish an English comparative literature learning model suitable for daily self-training of patients with cognitive impairment, and provide a new path for self-training of patients with cognitive impairment.

Objective: This study provides a more acceptable way of self-thinking training for patients with cognitive impairment by establishing an English comparative literature learning model for daily self-training for patients with cognitive impairment.

Subjects and methods: This study combines support vector machine with correlation analysis, correlates the main symptom types of cognitive impairment in patients with cognitive impairment with comparative literature training method, and makes impact analysis.

Study design: In this study, patients with cognitive impairment were selected from convalescent institutions and tested for basic cognitive ability. Support vector machine was used to classify the main symptoms of experimental personnel, and correlation analysis was used to connect the symptoms of cognitive impairment with comparative literature training method to verify the influential relationship between them.

Methods: In this study, Excel and algorithm programming are used to count and classify the data.

Results: The impact of comparative literature training on patients with cognitive impairment is shown in Figure 1.

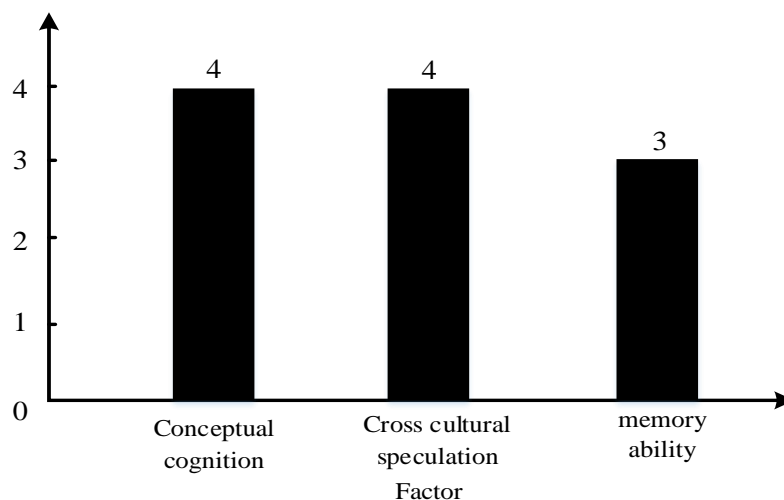


Figure 1. Effect of comparative literature training on patients with cognitive impairment

As shown in Figure 1, comparative literature training will have a certain degree of positive impact on basic concept cognitive ability, cross-cultural thinking ability and memory ability. The positive impact on basic concept cognitive ability and cross-cultural thinking ability is level 4, reaching a significant impact, while the positive impact on memory ability is level 3, reaching a significant impact. It can be seen that the comparative literature training method of English translation culture turn can take cross-cultural cultural speculation and literary concept interpretation as the main tools to promote the thinking of patients with cognitive impairment, so as to effectively improve the cognitive ability of basic concepts and cross-cultural speculation ability of patients with cognitive impairment. Although the positive impact of comparative literature training method on the memory ability of patients with cognitive impairment is slightly insufficient, it can still have no significant impact, this is due to the limitations of intervention methods, which is a normal phenomenon.

Conclusions: Because patients with cognitive impairment have a certain degree of normal living ability, they often postpone the option of medical treatment and choose to intervene through self-cognitive thinking training. This study takes the comparative literature training method of English translation culture turn as the main cognitive training method to help patients with cognitive impairment carry out daily

cognitive thinking training. The results show that the comparative literature training method of English translation culture turn will have a positive impact on patients with cognitive impairment in basic concept cognition ability, cross-cultural speculation ability and memory ability. Through low-cost cognitive training, patients with cognitive impairment can achieve effective self-help in their daily life.

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THE INFLUENCE OF ADVERTISING MARKETING COMMUNICATION AND CONSUMER CONSUMPTION ANXIETY – FROM THE PERSPECTIVE OF CUSTOMER EXPERIENCE

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Background: Social anxiety is a typical irrational mentality, which refers to a widespread psychological state and emotion of tension, confusion and pessimism about the future. The anxiety psychology of people of different ages and different occupational attributes are different. For example, the anxiety psychology of teenagers is mainly based on recent and related trivia, and the consideration level is relatively narrow. The anxiety psychology of older groups is complex and multifaceted, and involves more networks and things. The anxiety psychology of students mainly comes from their studies or family, while the anxiety psychology of working-class people mainly comes from work relations, human sophistication and so on. The tension caused by anxiety and the suspicion, irritability, fear, frustration, confrontation, as well as the accompanying confusion of thinking, mental laxity, lack of confidence, and even psychological distortion, will have a negative impact on people's emotional regulation and behavior guidance. In serious cases, it will endanger personal physical and mental health and lead to antisocial behavior. When people make different psychological decisions and behaviors, they are not easy to be guided by different degrees of anxiety. Consumer consumption anxiety refers to a kind of indecisive, anxious and uneasy psychological emotion and performance caused by the influence and interference of various factors such as consumption emotion and consumption motivation, which further affects their purchase intention, shopping behavior and psychological mechanism.

Any commercial communication activity must have a clear intention, and advertising marketing communication is to carry out commodity publicity and promotion by means of advertising and other forms, and improve consumers' attention to commodities by conveying commodity information and corporate image to consumers. At the same time, advertising marketing communication promotes consumers to produce corresponding purchase behavior by guiding consumers' consumption tendency and psychological emotion. However, some bad businesses ignore the value and safety of goods in order to achieve high profits, and carry out a series of consumer promotion behaviors such as false publicity and advertising fraud, which damage consumers' physical health and psychological emotion and affect their experience perspective. For example, the aesthetic style of "white, young and thin" advocated by businesses will aggravate the appearance anxiety of female consumers, and then drive them to produce consumption intention and consumption tendency. Consumers' moderate consumption anxiety will promote its transformation to the good. Therefore, exploring the relationship between it and advertising marketing communication from the perspective of consumers' anxiety psychology will help to improve consumers' anxiety psychology from the perspective of behavior regulation and guide them to consume correctly and rationally.

Objective: To explore the internal and external drivers of consumers' purchase intention and the causes of consumers' consumption anxiety, and to explore the impact of advertising marketing communication and consumers' consumption anxiety from the perspective of psychology and consumer experience, in order to make a normal intervention on consumers' anxiety and consumption psychology, so as to improve their mental health level.

Research objects and methods: 1000 consumers of different ages and occupations were randomly selected as the research objects, and the anxiety psychology of consumers was adjusted with the help of self-rating anxiety scale. Then the research objects were randomly divided into groups to arrange different shopping behavior instructions and shopping intentions, consciously intervene in advertising and marketing, and then guide their rational consumption, then explore the influence and intervention mechanism of advertising marketing communication and consumer consumption anxiety.

Method design: Firstly, the degree of anxiety and willingness of daily shopping behavior of consumers were collected, and then they were randomly divided into groups according to the characteristics of subjects, and their shopping behavior intervention was carried out. After a period of four weeks, the anxiety psychology and anxiety level of consumers were collected by using the Self-Rating Anxiety Scale.

Methods: With the help of social statistical analysis tool SPSS23 the changes of consumers' anxiety and purchase intention before and after the experimental intervention were statistically compared.

Results: Consumers' consumption anxiety will affect consumers' shopping tendency and shopping intention, and then produce different emotional values and consumption behavior. Some businesses induce consumers' anxiety to promote consumers to buy self-improvement products. From the perspective of consumer experience and psychological theory, this study explores the influence and intervention mechanism of advertising marketing communication and consumer consumption anxiety, and finds that when individuals feel anxiety, individuals have higher self-improvement and consumption intention. Table 1 shows the scores of anxiety scale of consumers of different ages before and after the experimental intervention.

Table 1. Statistics of anxiety scale scores of consumers of different ages before and after experimental intervention

Before and after the experiment	Young consumers	Middle aged consumers	Elderly consumers
Before experiment	16.65±1.98	25.37±1.77	14.14±1.72
After the experiment	9.34±1.24	8.16±1.47	9.66±1.07

Conclusions: Different emotional values will affect people's different consumption tendencies and shopping intentions, and consumers' purchase behavior will be affected by consumption motivation, perception, learning stimulation and behavior attitude. Consumers' consumption anxiety will produce different emotional tendencies and consumption intentions when choosing goods and services, and different products will bring consumers different experiences and feelings. Advertising marketing will have an impact on consumers' psychology. Good marketing communication means can effectively improve consumers' anxiety.

Acknowledgement: The research is supported by: Chongqing Social Science Planning (Doctoral), A Strategy Study on National Image Enhanced by Tiktok Short Video from aspect of International Voice. No. 2021BS009.

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THE INFLUENCE OF PHYSICAL EDUCATION IN UNDERGRADUATE COLLEGES ON THE CULTIVATION OF STUDENTS' PSYCHOLOGICAL QUALITY

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Background: College students are in a special moment of life, facing academic pressure, work pressure and social pressure, so they are very prone to mental diseases, such as anxiety, depression and so on. Generally speaking, when an individual is nervous about something, such as learning, work, social networking, etc., the individual will be attracted most of the attention by the event, and make a lot of efforts and imagination assumptions to solve or complete the event. When individuals pay more attention to the event because of repeated failures, until they break through the critical point, individuals will feel anxious. Many studies have shown that maintaining moderate anxiety can help students concentrate, so that they can study more attentively and hard, and then improve their academic performance. However, when the degree of anxiety is too high and lasts too long, students' physical and mental health will be damaged, students' interest in learning will decline, and even weariness will appear, which will greatly affect students' normal study and life.

Physical education can strengthen students' physique, enhance students' self-confidence, and then cultivate students' psychological quality to avoid students suffering from psychological diseases. However, there are many defects in traditional college physical education, such as students' low interest and insufficient practice, which leads to poor teaching quality and cannot play its role in improving students' physical and psychological quality. Educational psychology is a branch of psychology. Its main research direction is the learning effect of students, the effect of teaching intervention, the teaching psychology of teachers and the social psychology of school organization under the educational situation. Educational psychology is to apply psychological theory to education, so as to improve teaching methods, improve students' learning enthusiasm, and help students solve various problems in the process of learning and growth. Therefore, the research is based on educational psychology to innovate and improve physical

education in undergraduate colleges, so as to improve the teaching quality, improve students' physical quality, establish students' confidence, help students alleviate negative emotions and avoid psychological diseases.

Objective: College students are in a special moment of life, facing academic pressure, work pressure and social pressure, so they are very easy to suffer from mental diseases, such as anxiety, depression and so on. Physical education can strengthen students' physique, enhance students' self-confidence, and then cultivate students' psychological quality. Based on educational psychology, the research innovates and improves physical education in undergraduate colleges, so as to improve the teaching quality, improve students' physical quality, establish students' confidence, help students alleviate negative emotions and avoid mental diseases.

Research objects and methods: 80 students with anxiety disorder were selected as the research objects in a university. Self-rating Anxiety Scale (SAS) and Self-Rating Depression Scale (SDS) were used to evaluate students' mental health, and the examination results of physical education courses were used to evaluate the teaching effect.

Design: 40 students in each group were randomly divided into study group and control group. Among them, the students in the research group used the improved college physical education teaching model based on educational psychology to teach. The students in the control group used the traditional teaching mode of college physical education. After a period of time, the anxiety and test scores of the two groups were compared.

Methods: The relevant data were processed and analyzed by software SPSS18.0 and Excel.

Results: After two months of teaching, the SAS and SDS scores of the students in the study group decreased significantly ($P < 0.05$), and were significantly lower than those in the control group ($P < 0.05$). The academic performance of the study group was significantly higher than that of the control group ($P < 0.05$). The changes in the degree of depression of the two groups are shown in Table 1.

Table 1. Changes in the degree of depression of the two groups of students

Timing	SDS Score		<i>t</i>	<i>P</i>
	Research group	Control group		
Before teaching	75.3±12.2	76.1±11.8	0.147	0.852
After teaching	46.7±6.4	65.7±14.9	8.051	0.009
<i>t</i>	9.475	4.352	-	-
<i>P</i>	0.000	0.043	-	-

Conclusions: College students are in a special moment of life, facing academic pressure, work pressure and social pressure, so they are very easy to suffer from mental diseases, such as anxiety, depression and so on. Based on educational psychology, the research innovates and improves physical education in undergraduate colleges, so as to improve the teaching quality, improve students' physical quality, establish students' confidence, help students alleviate negative emotions and avoid mental diseases. The results showed that after two months of teaching, the SAS and SDS scores of the students in the study group decreased significantly ($P < 0.05$), and were significantly lower than those in the control group ($P < 0.05$). The academic performance of the study group was significantly higher than that of the control group ($P < 0.05$).

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A COMPARATIVE ANALYSIS OF THE IMAGES OF "SUPERFLUOUS PEOPLE" IN RUSSIAN LITERATURE FROM THE PERSPECTIVE OF PSYCHOLOGY

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Background: Psychology is a science that studies human behavior and psychological laws. Modern psychology believes that psychological perspectives include six aspects: biological perspective, cognitive perspective, behaviorism perspective, whole person perspective, development perspective and social and cultural perspective. Its theoretical content involves connection theory, behaviorism theory and humanistic theory. Psychology focuses on people's cognitive activities, psychological activities, individual spiritual core and influencing factors, and guides people's behavior mechanism and psychological changes from the perspective of long-term development. Connectionist theory holds that the essence of learning is the

process of “trial and error”, that is, to deepen learners’ understanding and mastery of learning content through the reciprocating process of “try error try again”. Behaviorism theory emphasizes the key role of reinforcement in individual behavior conditions. Humanistic theory emphasizes the values within the individual and advocates respecting and caring for students. Apply psychology to the field of education, that is, in a specific educational situation, with the help of psychological theory, carry out conscious intervention and guidance according to the psychological laws and change characteristics of both teaching subjects and objects, and then carry out design improvement in curriculum design, teaching method improvement and teaching motivation guidance, so as to help students solve psychological problems in the learning process and enlighten their negative emotions. A comparative analysis of the images of “superfluous people” in Russian literature from the perspective of psychology can deepen students’ appreciation and interpretation of Russian literary works and reduce their negative emotions and psychological problems caused by the study of literary content. The image of “superfluous people” in Russian literature refers to those dissatisfied with reality, ambitious but lack practical action in Russian literature in the first half of the 19th century, and finally become superfluous and useless people to the society. Nowadays, when appreciating the image of “superfluous people” in Russian works, college students majoring in literature are very prone to negative learning emotions and psychological problems due to the limitations of ability differences and classroom teaching methods.

Objective: To further grasp the laws of the teaching process and students’ psychological characteristics from the perspective of psychology, improve students’ cognitive ability of literary works with the help of the comparative analysis of the image of “superfluous people” in Russian literature, and enrich and innovate the teaching contents, teaching schemes and teaching means by using multimedia and other teaching tools, so as to alleviate students’ negative emotions and psychological problems in the teaching process.

Research objects and methods: The research takes the students with learning disabilities and psychological problems in the literature major of a university as the research object, and then optimizes and improves the Russian literature appreciation classroom according to their learning status and psychological status, in order to improve the students’ mental health level.

Method design: First, the students’ learning disabilities and classroom learning were evaluated, and then the influencing factors of students’ cognitive differences and mental health were analyzed with the help of meta-analysis and principal component analysis. Then the teaching mode is innovated and applied in practice. The experimental time is 2 months. After the experiment, the statistical analysis tools are used to deal with the changes of students.

Methods: The factors affecting the teaching effect were extracted and analyzed by principal component analysis, and the innovative teaching model was used to improve the psychological problems of students in the image comparison of “redundant people” in Russian literature.

Results: The psychological perspective can effectively guide teachers to grasp the characteristics of the teaching process and the psychological law of students, so as to improve the classroom teaching effect of Russian literature and improve students’ cognitive analysis of the image of “redundant people” and their mental health. Table 1 shows the score statistics of students’ psychological status under different classroom teaching modes.

Table 1. Score statistics of students’ psychological status under different classroom teaching modes

Psychological barrier dimension	New teaching mode	Old teaching mode
Obsessive compulsive symptoms	19.7±2.6	25.2±2.4
Interpersonal sensitivity	14.1±2.5	31.2±2.9
Depressed	7.4±3.8	27.4±2.1
Anxious	13.9±2.1	22.9±2.2
Hostile	5.7±2.7	29.1±1.3
Paranoid	14.3±1.2	31.7±1.3

Conclusions: The image of “superfluous person” in Russian literature is an important literary image. This literary image integrates the contradiction between individual and society, and the contradiction between thought and action. Learning this image and comparing it with other literary images will help us better understand the special era background carried by Russian literature and the author’s emotional value. At the same time, bringing the psychological perspective into teaching practice can effectively help teachers better improve and innovate the teaching process of appreciation of Russian literary works on the basis of grasping students’ psychological laws and learning characteristics, so as to improve students’ understanding and learning initiative of literary works, improve learning obstacles and improve teaching quality.

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INVESTIGATION AND RESEARCH ON THE CURRENT SITUATION OF OPEN EXPERIMENTAL TEACHING MANAGEMENT FROM THE PERSPECTIVE OF APPLIED PSYCHOLOGY

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Background: The basic premise of applied psychology is to use the principles and theories of psychology to overcome the problems in other fields, such as management, engineering, law and clinical medicine, and evolve the concepts of organizational psychology, educational psychology, sports psychology and community consciousness. Practicality and applicability are the main characteristics of applied psychology. The key to psychology is to find the relationship between it and other fields with the help of psychological theory or perspective, and then explore the psychological relationship between people and people and between people dealing with things. People majoring in applied psychology are required to have basic knowledge and theoretical system, better practical operation ability and psychological perception ability, that is, they can effectively connect, integrate and innovate with other theories, so as to guide social practice and social activities. Psychology is a science that studies human behavior and psychological laws. Modern psychology mainly includes biological perspective, cognitive perspective, behaviorism perspective, whole-person perspective, development perspective and social and cultural perspective. The cognitive perspective emphasizes cognitive activities or psychological activities, the behaviorism perspective focuses on the degree and quality of the impact of the environment on individuals, and the whole person perspective focuses on people's spiritual core, believing that people have the internal demand for growth and goodness. The combination of psychology and education is mainly embodied in educational psychology, that is, in a specific educational situation, carry out conscious and phased practical application according to the psychological laws and change characteristics of both teaching subjects and objects. Educational psychology can be applied to curriculum design, teaching method improvement and teaching motivation guidance to help students deal with difficulties and challenges in life and learning. Open experimental teaching management refers to resource management and effective integration according to the characteristics of open laboratories. At present, there are unclear ownership, lack of professionals and insufficient attention in the teaching management, which makes the management and application effect of open laboratories in colleges and universities poor, and further affects the integration of resources and the improvement of teaching efficiency. Effective intervention according to the current open laboratory management is the content that should be paid attention to in the work of colleges and universities. Analyzing the problems existing in the open teaching management of the laboratory with the help of applied psychology and intervening effectively can improve the efficiency of teaching resource management and reduce the negative psychological emotions of teaching managers.

Objective: To analyze and reconstruct the problems existing in the current open experimental teaching management from the perspective of applied psychology, and actively and effectively intervene the teaching managers according to the problems existing in the current situation of the laboratory, so as to improve their professional management ability and their mental health.

Research objects and methods: The research takes the managers and teaching personnel of an open laboratory in a university as the research object, and actively intervenes their existing psychological problems and the current management situation, such as psychological counseling, so as to effectively promote the level and quality of laboratory teaching management and realize the psychological intervention to managers.

Method design: With the help of principal component analysis, the factors affecting laboratory teaching management were extracted and analyzed, and then the management mode was improved to carry out targeted psychological counseling and intervention on the psychological problems of managers. The

experimental time was three weeks. After the experiment, the data of the management level and mental health changes of the subjects were statistically analyzed, and the experimental results were obtained.

Methods: SPSS22.0 analysis tool to process the experimental data, extract the influencing factors and test the regression coefficient with principal component analysis, and actively intervene and guide the managers' psychological problems and emotions with the laboratory management mode. After that, the open and effective teaching mode of laboratory management can be adjusted according to the psychological needs of laboratory personnel, and then the psychological management mode can be improved more effectively. Table 1 shows the statistics of anxiety scores of teaching managers in the open laboratory before the experiment. Grades 1-5 indicate the degree of anxiety from light to heavy.

Table 1. Statistics of anxiety scores of teaching managers in open laboratory before the experiment

Dimension	Mean	S.D.
Work anxiety	4.325	0.647
Management anxiety	4.897	0.843

Conclusions: Applied psychology can combine the psychological theory with the application field, so as to improve the information degree of system optimization and the university nature of resource management, so as to reduce the problems of information managers dealing with things and improve their mental health level. At the same time, students majoring in applied psychology have a wide range of employment, and their practicality and applicability are good.

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PROMOTING EFFECT OF TEACHING, RESEARCH AND CREATIVE COMPETITION INTEGRATION OF CHEMICAL MARKETING PRACTICE COURSE ON COLLEGE STUDENTS' MENTAL HEALTH

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Background: Mental health means that all aspects of psychology and its activity process are in a continuous and positive psychological state, and in this state, the subject can make a good adaptive response and give full play to its physical and mental potential. The factors affecting mental health include the influence of the objective environment, the level of psychological quality, self-cognition and psychological conflict. Whether we can correctly deal with the changes and stimulation of the surrounding environment and whether we can have good psychological tolerance and quality is an important aspect to evaluate the level of mental health. At the same time, the emotional value and psychological attitude of different individuals will affect the normal development of their mental health. Paying attention to students' mental health is of great significance in the current educational environment and the background of teaching reform. The change of teaching environment, the handling of interpersonal relationships, the pressure of academic courses and the influence of other internal and external environments have an impact on students' cognitive habits and psychological differences, leading to the generation of negative emotions, affecting their mental health level, and making them have psychological problems such as anxiety, anxiety, depression, fear and mental disorders. If these psychological problems are not intervened and solved in time, it will damage and hinder their normal study and life and even their physical health. As the main body in the teaching mode, students' psychological status has not been fully developed, and they are very vulnerable to the influence of the surrounding environment and others, and will produce psychological depression due to professional learning problems. Appropriate positive psychological emotions will stimulate students' learning initiative and enthusiasm, while negative psychological emotions will cause learning conflict. The goal of chemical engineering education is to promote people's all-round development, adhere to the educational thought of teaching in one, and cultivate the ability of professional knowledge and better practical operation ability. However, in the current chemical marketing practice course, the teaching process ignores the importance and cultivation of students' professional practical ability, and uses theoretical teaching to guide them to memorize and learn knowledge, rather than using practical training, which makes the learning effect deviate greatly from students' psychological expectation, and then leads to a series of psychological problems.

Objective: In view of the students' psychological problems and negative emotions in the chemical

marketing practice course, from the perspective of psychology, grasp the students' dominant position, innovate and enrich the teaching courses and modes, and explore the guidance and intervention mechanism of the integration of teaching, research and creative competition on students' mental health.

Research objects and methods: This paper takes the students majoring in chemical marketing in a university as the research object, evaluates their psychological status, optimizes the curriculum learning mode based on the analysis of the current situation of the marketing practice curriculum, and actively intervenes the students' psychological problems with the realization of the integration of teaching, research and creative competition, in order to improve the mental health level of the students majoring in chemical marketing.

Method design: According to the different psychological problems of the research objects, they are divided into different groups, such as anxiety group, depression group, emotion regulation disorder group, etc. then, in the integration of teaching and research, we pay attention to the intervention of students' negative emotions and psychological problems. The experiment lasted for six weeks. After the experiment, the mental health status of the research object was re-evaluated in order to explore the promoting effect of the integration of teaching, research and creative competition of chemical marketing practice course on the mental health of college students.

Methods: The psychological status and psychological problems of the subjects before and after the experiment were collected and evaluated with the help of mental health test scale, and SPSS23.0 statistical analysis tools to sort out and analyze data differences.

Results: Different teaching modes, teaching means, teaching contents and teaching resources will affect the learning effect and psychological emotion of students in teaching practice. The integration of teaching, research and creation of chemical marketing practice courses can effectively mobilize students' enthusiasm to participate in the classroom, alleviate their negative psychological emotion and improve their mental health level. Table 1 shows the statistics of students' psychological anxiety scores in classroom teaching before and after the experiment.

Table 1. Statistics of students' psychological anxiety scores in classroom teaching before and after the experiment

Anxiety dimension	Before the experiment		After the experiment	
	Average value	Standard deviation	Average value	Standard deviation
Academic difficulty anxiety	3.74	2.32	2.15	1.96
Curriculum goal anxiety	3.04	1.41	2.76	1.19
Anxiety of professional operation ability	4.59	2.06	1.15	1.98

Conclusions: Students are easy to have psychological problems in the complex social and learning environment, and different degrees of psychological problems will have a great negative impact on their study, life and even society. Exploring the psychological intervention and influence of the integration of teaching, research and creative competition on students in the chemical marketing practice course from the perspective of psychology is helpful to help teachers grasp the dominant position of students in curriculum learning and promote the improvement of their mental health level.

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THE INFLUENCING FACTORS OF COMMUNICATION ADAPTATION BARRIERS ON COLLEGE STUDENTS' EMPLOYABILITY

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Background: Communication adaptation disorder is manifested in the difficulties of opinion exchange and information transmission between people and teams. It often includes language barrier, concept barrier and temperament barrier, and different types of obstacles are caused by different information senders, information receivers and information transmission channels. In the adaptive state of language communication, the emotional tendency, expression ability and judgment of the sender of information will

affect the integrity of information transmission. For example, the sender of information will produce different emotional values and behavior orientation under the influence of language environment, age structure and individual differences, and then affect the fluency and logic of communication and expression. At the same time, different information recipients have different ideas and views on the same thing by subjective tendency and value orientation, and there are different characteristics in information screening and tolerance. Certain psychological distance, environmental conditions and changes in identity positioning will hinder the communication and communication process between different groups, lead to communication adaptation obstacles, and then affect the information transmission between the two sides of the information. The singleness of communication media channels and the communication feedback of the surrounding environment to individuals will affect the differences in their own communication skills. For example, the main communication objects and inform recipients of efficient college students come from teachers, and teachers' communication behavior to students is direct and rapid. Communication adaptation disorder will affect students' emotional tendency and expression ability, which is directly reflected in the communication process between students, others and the environment, and affect their communication ability when facing employment. With the continuous expansion of enrollment scale and the increase of the number of college graduates, there is an imbalance between supply and demand between graduates and scarce jobs, which further increases the employment form and competitive pressure, making it very important for college students to improve their employability under the severe employment situation. The employability of college students refers to the ability generated by college graduates to adapt to the changes of the employment market, and the level of their ability reflects the probability of their success in employment, including basic ability, professional ability, personal characteristics and social adaptability. There are many factors affecting college students' employability, including personal values

Subjective controllable factors such as professional knowledge, skills and comprehensive quality, as well as objective factors such as social demand and employment policy. Communication adaptability is an important factor in college students' employability. Therefore, exploring the literacy improvement path of college students' employability from the perspective of communication adaptability obstacles will help to improve students' negative emotions and psychological problems such as employment anxiety, and improve their comprehensive quality and employability.

Objective: In order to improve students' cognition of their own positioning and the improvement of psychological problems, this paper studies the influencing factors of their employability from the perspective of communication adaptation barriers, so as to help them better adapt to the job market and situation, look at their own and surrounding changes with a more positive and comprehensive attitude, and improve their psychological tolerance.

Research objects and methods: Firstly, the study conducted mental health screening on the students of a university, took the students with communication adaptation disorder as the research object, and collected the preliminary information on their employability level, then intervened them in professional knowledge learning, communication and psychological quality strengthening, and collected the improvement of communication adaptation disorder of students after the intervention to explore the negative factors affecting college students' employability and improve their employability.

Method design: With the help of principal component analysis, explore the correlation between communication adaptation disorder and college students' employability, intervene and treat the experimental subjects, collect their psychological improvement data and changes in employability before and after the experiment for eight weeks, and make statistical analysis of the data to obtain the experimental results.

Methods: Principal component analysis was used to explore the correlation between communication adaptation disorder and college students' employability.

Table 1. Statistics on the score difference of students with communication adaptation disorder before and after the experiment

Representation dimension	Before the experiment	After the experiment
Fluency of language use	13.77±2.59	25.14±2.43
Logic of language	15.28±2.53	29.42±2.77
Correctness of terms	19.32±3.82	27.53±2.05

Results: The employability of college students includes the ability to develop wisdom, the ability to establish a new concept of employment and the ability to pay attention to the training of sound personality. Exploring the influencing factors of college students' employability from the perspective of communication adaptation barriers will help college students understand the relationship between career and life, change their thinking ideas, and then improve their communication adaptation ability. The results show that

targeted intervention for students with communication and adaptation disabilities can effectively enhance their understanding and grasp of the connotation of employability, help to improve psychological problems and improve their psychological pressure resistance and adaptability. Table 1 shows the statistical difference of scores of students with communication adaptation disorder before and after the experiment.

Conclusions: The level of mental health and communication expression is also one of the core competitive advantages of college students' employability. Targeted intervention for students with communication adaptation disorder is helpful to grasp the changes of their psychological needs and the backward progress of communication adaptation problems, and take targeted intervention measures to help them solve their psychological problems and improve their core professional quality and ability.

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THE IMPACT AND DEVELOPMENT OF CONSUMER BIG DATA PSYCHOANALYSIS ON E-COMMERCE

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Background: Consumer psychology is an independent branch of psychology, which mainly studies the response psychological activities and psychological rules of consumers when purchasing goods according to their own psychology and actual needs under the premise of specific overall social level and consumption level. Psychological activity is the reaction process of human beings when they are controlled by external objective things. When consumers face consumption choices, their own consumption psychological needs, consumption preferences and behavior preferences are affected by consumption psychology, which can be reflected in consumers' behavior. Sellers and designers can also grasp consumers' consumption psychology by observing consumers' consumption behavior, and then meet consumers' consumption psychological needs through a series of promotional activities and other business behaviors. People's consumption activity is not a general mechanical activity, which is manifested in the fluctuation of consumer psychology in a certain field. First, people's consumption psychology is divided into two kinds: consumption psychology caused by physiological factors and consumption psychology caused by social consumption environment. The consumption psychology caused by physiological factors is the consumption psychology dominated by instinct when people are in a natural state, while the consumption psychology caused by social consumption environment is the consumption psychological demand caused by the influence of external social environment, similar groups in life or the overall consumption environment. Relatively speaking, the consumption psychology caused by physiological factors is easier to predict, but the consumption psychology caused by social consumption environment is relatively difficult to predict. In the field of e-commerce, the big data consumption prediction system can summarize and summarize consumer behavior, form a guide map of individual consumption habits and overall social consumption trend, analyze consumption psychology from existing consumption behavior, and predict future consumption psychology. By analyzing the psychological trend of consumers' big data, we can effectively improve the business strategy of e-commerce, achieve the effect of accurate recommendation and guide consumption. Psychology is a science that studies human behavior and psychological laws. Modern psychology believes that psychological perspectives include six aspects: biological perspective, cognitive perspective, behaviorism perspective, whole-person perspective, development perspective and social and cultural perspective. Its theoretical content involves connection theory, behaviorism theory, humanism theory and so on. Psychology focuses on people's cognitive activities, psychological activities, individual spiritual core and influencing factors, and guides people's behavior mechanism and psychological changes from the perspective of long-term development. With the help of psychological perspective and theoretical analysis, the research on the impact and development of consumer big data psychological analysis on e-commerce will help to grasp the psychological needs of consumers and the cognitive law of both sides of the interaction in the e-commerce process.

Objective: In order to better explore the impact of consumer big data psychoanalysis on e-commerce and explore the psychological mechanism in the process of this impact, under the guidance of the internal and external driving factors of consumer purchase psychology, analyze consumer psychology with their existing consumption behavior, and predict the future consumption psychology, so as to guide the correct establishment of consumers' psychological values, rational consumption and improve their mental health level.

Research objects and methods: The study randomly selected 1000 consumers of different ages and

occupations as the research object, evaluated and analyzed consumers' previous consumption psychology, and then conducted psychological guidance and predictive intervention on consumers' behavior with the help of psychological theory, so as to explore the impact of consumers' different emotional orientation and consumption psychology on e-commerce shopping activities under the background of big data. After four weeks of psychological intervention, the consumers' consumption tendency and psychological intervention were randomly analyzed according to the characteristics of consumers' consumption tendency.

Methods: With the help of big data analysis tools, the information of consumers' consumption tendency and psychological status was collected, and then SPSS23.0 statistical analysis tools were used to compare the changes of consumers' consumption psychology, consumption expectation and shopping intention before and after the experimental intervention.

Results: There is a certain correlation between consumers' consumption psychology and their shopping intention, and individual consumption psychology will affect their shopping expectation and behavior. There is a connection between consumption emotion and subsequent shopping behavior. With the help of big data consumption prediction system, it can effectively guide consumers' psychological orientation and then affect their shopping intention. Figure 1 shows the correlation between consumers' positive consumption psychology and shopping intention.

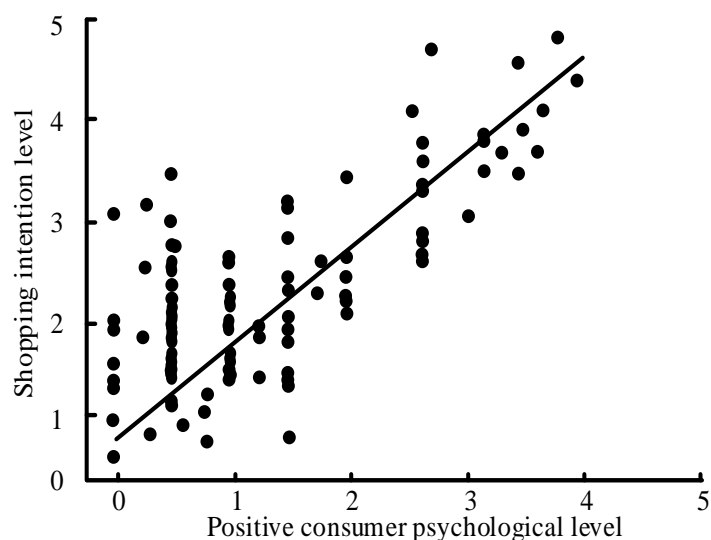


Figure 1. Correlation between consumers' positive consumption psychology and shopping intention

Conclusions: Consumers' purchase behavior will be affected by consumption motivation, perception, learning stimulation and behavior attitude. The big data consumption prediction system can predict consumers' consumption psychology by collecting consumers' past consumption behavior, and then affect their shopping intention. Analyzing consumers' consumption behavior from the perspective of psychology is helpful to the development of e-commerce and the establishment of consumers' correct consumption view.

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THE WAYS TO IMPROVE THE CORE LITERACY OF DIGITAL CREATIVE TALENTS FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology refers to the use of psychological theories or research results to carry out educational intervention, carry out conscious intervention according to the psychological laws and change characteristics of both teaching subjects and objects, and explore its teaching design in a specific situation, so as to achieve the best teaching effect and teaching quality, and improve students'

psychological problems. Educational psychology can help teachers effectively intervene and solve students' psychological and learning problems in curriculum design, teaching method improvement and teaching motivation guidance. Based on psychology, educational psychology constructs the relationship between pedagogy and psychology, including the relationship between students' personality development and educational environment, the relationship between ability development and knowledge learning, social development and standardized learning, and the regularity between the effectiveness of teaching and talent training. On the basis of practicing the cultivation concept of people-oriented and cultivating people through moral education, educational psychology actively intervenes in the teaching process and teaching subject and object with the help of psychological theory, which is internalized in the heart and practice in a subtle form. The teaching process is the process of teaching interaction. Its essence is the choice of methods, and the psychological characteristics of teachers and students will make the teaching effect and teaching focus different. Different psychological characteristics and goal orientation will lead to the difference and enthusiasm of students' learning attitude. At present, the cultivation of students' innovative consciousness is ignored in the teaching process of digital creativity major in higher vocational colleges. Most of them are taught with theoretical knowledge. The teaching form is superficial, which is difficult to grasp students' employment needs and psychological problems. Due to the lack of understanding of the course, students are prone to psychological problems when the teaching effect deviates from their own expectations, and the complex environmental conditions and changeable job market will also lead to students' anxiety, anxiety and other negative emotions and psychological problems in the teaching process, which will affect their life and learning. Therefore, from the perspective of educational psychology, we should carry out teaching reform from the aspects of the design of teaching content, the selection of teaching resources and the evaluation of teaching mode, pay full attention to the needs and psychological change characteristics of students, improve their emotional burden and psychological problems, and improve their mental health and learning attitude.

Objective: To analyze the law and characteristics of students' psychological changes in the teaching process of digital creative course with the help of educational psychology, so as to realize teaching reform, pay attention to students' psychological problems and emotional difficulties in the teaching process, alleviate their negative emotions, and improve their learning quality and learning attitude.

Research objects and methods: Taking the students majoring in digital creativity in a university as the research object, the research first collects information on the current situation of classroom teaching and the learning problems and needs of college students, and then constructs a new promotion path in line with students' psychological needs and classroom teaching objectives from the perspective of educational psychology, this model is used to test the improvement of students' psychological status and core literacy in teaching practice, so as to reduce their negative emotions caused by professional problems.

Method design: Explore the correlation between educational psychology and digital creative education with the help of principal component analysis, innovate and optimize the original classroom teaching on this basis, analyze the psychological improvement and core literacy improvement of the experimental subjects within three months with the new model, and make statistical analysis of the data to obtain the experimental results.

Methods: Principal component analysis was used to explore the correlation between educational psychology and digital creative education. Analysis tool to process the experimental data.

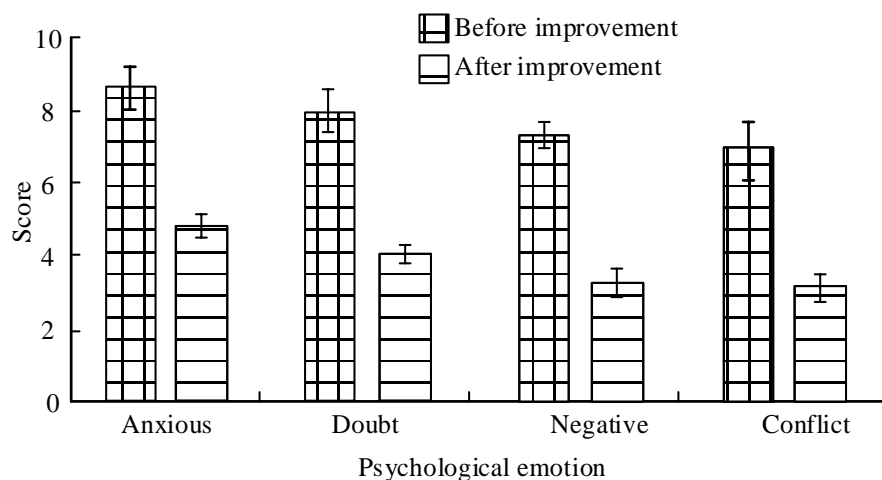


Figure 1. Statistics of students' negative emotion scores before and after the experiment

Results: Educational psychology can effectively guide teachers to optimize teaching courses according to students' psychological needs and problems, and then help them solve psychological problems and improve their core professional quality and ability. Figure 1 shows the statistics of students' negative emotion scores before and after the experiment. The score value represents the severity of students' negative emotion.

Conclusions: The level of mental health is also one of the core competitive advantages of talent training. With the help of educational psychology, teachers can give full play to the joint force of education on the basis of grasping the psychological laws and teaching characteristics of teaching subjects and objects in the process of digital creative teaching, pay more attention to students' subjects, and solve their psychological problems and emotional changes in teaching practice, improve their core literacy and ability to adapt to society. Digital creativity requires students to be able to flexibly and creatively use professional knowledge for product design, so teachers should pay attention to give full play to students' subjective initiative in the future teaching process.

Acknowledgement: The research is supported by: 2021 Ministry of Education Humanities and Social Sciences Research Youth Project "Research on Talent Training Linkage Mechanism of Modern Industrial College from the Perspective of Integration of Interests", No. 21YJC880031; 2020 Undergraduate Teaching Reform Project of Guangxi Higher Education: Research and Practice of Applied Talent Training under the Concept of "Three Chain Connection" – Taking Digital Creative Industry Talents as an Example, No. 2020JGB377.

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THE CAUSES OF EMPLOYEES' PSYCHOLOGICAL ANXIETY IN ENTERPRISE HUMAN RESOURCE MANAGEMENT

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Background: From the perspective of psychology, anxiety is a psychological feeling and action tendency in the face of future uncertainty. It is mainly characterized by widespread persistent anxiety or recurrent panic, and the anxiety psychology shown by different audiences has individual differences. In the current anxiety group, the psychological problems of employees are more prominent, and gradually show a younger and more serious trend. The psychological anxiety of employees will have a negative impact on their own value evaluation and work content. A more negative emotional attitude is not conducive to the development of their work and the satisfaction of emotional value. Moderate psychological anxiety will urge employees to constantly examine their own shortcomings and problems existing in their work, and then produce internal driving force, so that they can solve problems with a more proactive attitude and behavior, realize the regulation of their own emotions, and then promote their all-round development. However, excessive psychological anxiety will make employees fall into the emotional quagmire, resulting in emotional disorder and out of control behavior, which will lead to a series of psychological problems and affect the completion of work tasks and the investment of mental state. There are many influencing factors that cause employees' psychological anxiety, such as work content, interpersonal relationship, enterprise management system, job burnout and so on. Different employees have different tolerance and emotional sensitivity, and then hold different attitudes and emotional endurance in solving the same thing and problem. If there is no timely and effective targeted intervention on the anxiety of employees, it will have a good impact on the physical and mental health of employees. In the long run, it will affect the effect of human resource management and the long-term benign development of the enterprise economy. Human resource management of enterprises is an important strategic resource in modern enterprises. It determines the depth and breadth of the development and utilization of material resources. It is the key factor for the core competitiveness of enterprises and the realization of long-term and orderly development. The rationality and scientificity of human resource management will have an impact on employees' emotions, such as salary system, job content distribution and basic rights and interests' maintenance, which will cause employees' emotional fluctuations, resulting in job burnout and anxiety. Therefore, exploring the influencing factors of employees' psychological anxiety in enterprise human resource management will help enterprises to better improve the human resource management system and improve their anxiety from the psychological status of employees.

Objective: In order to improve the anxiety of enterprise employees, alleviate their anxiety symptoms and help them improve their mental health level, study the optimization of management mode from the current situation and problems of human resource management, reveal the relationship between it and

employees' psychological anxiety, and realize the active intervention of employees' psychological anxiety.

Research objects and methods: The research takes the employees suffering from psychological anxiety in an enterprise as the research object, and optimizes and improves the human resource management mode according to the causes of employees' anxiety and the problems existing in the current human resource management, in order to achieve the intervention and mitigation of employees' psychological anxiety.

Method design: Firstly, according to the grade of employees' psychological anxiety symptoms, explore the causes of their anxiety and its influence relationship with human resource management, and then optimize the current human resource management mode to meet the psychological needs of employees, so as to alleviate their psychological anxiety and related psychological problems. The experiment lasted for three months. After the experiment, the changes of psychological anxiety of employees in different positions and age structures were analyzed with the help of self-rating anxiety scale, so as to better explore the intervention mechanism of human resource management mode and employee anxiety psychology, so as to improve the mental health level of employees.

Methods: With the help of social statistical analysis tool SPSS23.0 make statistical analysis on the difference of employees' psychological anxiety relief in human resource management.

Results: The psychological imbalance caused by the surrounding environment and the pressure and burden brought by the enterprise environment will make employees have negative emotions, and employees' emotions are closely related to the physical environment, psychological environment, work and industry characteristics. The key to improving employees' psychological anxiety is to improve their sense of efficacy and recognition of their own work and value. The human resource management model can effectively adjust employees' psychological emotions with the help of the improvement of various human culture systems, which has greatly improved employees' anxiety and their mental health. Table 1 shows the statistical results of the psychological anxiety levels of employees of different genders after the experiment. Grades from 1 to 5 indicate the degree of psychological anxiety from light to heavy.

Table 1. Statistical results of psychological anxiety levels of employees of different genders after the experiment

Gender	Before and after intervention	Interpersonal anxiety	Work anxiety	Job burnout anxiety	Value realization anxiety
Male	Before intervention	4	5	4	5
	After intervention	2	2	1	1
Female sex	Before intervention	3	3	4	4
	After intervention	1	2	1	2

Conclusions: The improvement of human resource management system can effectively convey the recognition of the enterprise to itself and work to employees, and then improve their work enthusiasm and confidence. The personnel transfer, responsibility division and the improvement of reward and punishment system in human resource management will affect the positioning of employees' social roles, and then produce different emotional values, effectively alleviated their psychological anxiety. Therefore, enterprises should pay attention to the emotional value and psychological problems of employees in the future human management in order to achieve long-term sustainable development.

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THE EFFECT OF INTERNAL CONTROL DOMINATED CORPORATE GOVERNANCE MODEL ON CEO ANXIETY IN STATE-OWNED ENTERPRISES

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Background: Anxiety disorder is a very complex psychological and emotional disorder. Its clinical manifestations are usually motor agitation and sympathetic hyperactivity, often accompanied by negative emotions such as anxiety, shame, disappointment, anxiety and fear. Anxiety is a typical irrational state of mind, which refers to a common psychological state and emotion of tension, confusion and pessimism about the future. The tension caused by anxiety and the suspicion, irritability, fear, frustration, confrontation, as well as the accompanying confusion of thinking, mental laxity and lack of confidence, will have an impact on people's emotional regulation and behavior guidance, and in serious cases, it will endanger personal

physical and mental health. Appropriate anxiety can make individuals maintain a positive attitude to deal with the changes and challenges of surrounding things, but excessive anxiety will affect the objectivity and rationality of people's evaluation of things, and it is very easy to be guided by negative emotions to make impulsive behavior, which will affect the normal living state of individuals. The reasons for the anxiety psychological performance of people of different ages and different occupational attributes are also different. The younger the age, the narrower and simpler the anxiety psychology involves, the richer the social experience, the more aspects considered by groups, and the source of anxiety is complex, including not only the pressure burden at the individual level, but also the anxiety related to the connection with external things. As an important part of China's economic system, state-owned enterprises undertake more important economic construction problems. The CEO of state-owned enterprises has important executive rights within the organization. Their individual decisions play a key role and value in the overall development direction and strategic deployment of enterprises, and their decision-making behavior needs to consider many factors, so they are facing pressure and burden, it is also prone to anxiety and psychological problems. The differences of internal governance modes of enterprises will affect the decision-making and power ownership of their CEO, and then affect their emotional orientation. Therefore, exploring the impact of internal control LED corporate governance model on the anxiety of CEOs of state-owned enterprises will help to improve their mental health level.

Objective: Different corporate governance modes and forms will affect the efficiency of enterprise top management. An efficient and orderly governance mode can improve the effect of enterprise management. Explore the impact mechanism of internal control LED corporate governance model on the anxiety of state-owned enterprise CEOs, help them improve their anxiety and improve their mental health level.

Research objects and methods: The study took the CEOs of 10 state-owned enterprises as the research object, collected data on their anxiety and psychological problems with the help of a self-rating anxiety scale, and then actively intervened their psychological status and anxiety with the governance model dominated by internal control, and explored the changes of their psychological emotions.

Method design: Firstly, the subjects were graded according to their anxiety and mental health, and then they were involved in the practical simulation of the designed internal dominant governance model. They participated once a week, and after a period of four weeks, the anxiety and mental level of the CEO were collected by using the Self-Rating Anxiety Scale.

Methods: With the help of social statistical analysis tool SPSS23.0. The changes in anxiety psychology and emotional value of CEOs of state-owned enterprises before and after the experimental intervention were compared.

Results: CEOs of state-owned enterprises have greater decision-making power, and they are faced with greater environmental conditions and burden pressure. They are vulnerable to psychological problems caused by various factors. The CEO's dominant mode of governance can effectively reduce the psychological burden of the state-owned enterprise, and the division of its internal capital can effectively alleviate the anxiety of the CEO. Table 1 shows the scores of anxiety scale of CEOs of state-owned enterprises at different ages before and after the experimental intervention.

Table 1. Statistics of anxiety scale scores of consumers of different ages before and after the experimental intervention

Before and after the experiment	Young consumers	Middle-aged consumers	Elderly consumers
Before experiment	17.65±1.98	26.37±1.68	15.14±1.72
After the experiment	9.24±1.24	8.26±1.47	9.65±1.05

Conclusions: The internal leading governance model takes the maximization of shareholder value as the governance goal, optimizes the salary system, greatly improves the flexibility and autonomy of enterprise internal management, can effectively alleviate the anxiety of state-owned enterprise CEOs, and then improve their mental health level. To a certain extent, the internal governance model shows that the enterprise has a clear division of responsibilities and rights, a reasonable management performance system and incentive mechanism, which can optimize the enterprise management efficiency to a certain extent, effectively reduce the adverse aspects of the CEO affected by the enterprise's internal management, and improve the happiness and psychological adaptability of managers.

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THE INFLUENCE OF THE REFORM AND INNOVATION OF COLLEGE STUDENTS' IDEOLOGICAL AND POLITICAL EDUCATION PRACTICE ON STUDENTS' SPIRITUAL AND EMOTIONAL ANXIETY

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Background: Mental and emotional anxiety belongs to widespread anxiety in anxiety psychology, which belongs to pathological anxiety. Mental and emotional anxiety is chronic and diffuse. It takes a long time to form and will produce unrealistic anxiety, tension and other emotions in life situations. Mental and emotional anxiety will appear different physiological symptoms, such as numbness in hands and feet, rapid heartbeat, chest suffocation and so on. Life situation is generally some daily trivia, such as examination, study, work and other situations. Mental and emotional anxiety will worry and fear about what doesn't happen in the future, worry about some things you can't control, and often panic. For example, housewives often fear that their children will be hurt, often pay attention to their children's situation, and take a look at their children at intervals when doing things. When going out, they will lead their children, often pay attention to the surrounding environment, worry about sudden changes, and fear that they will not have time to respond. Parents are afraid that if they don't master all kinds of knowledge before and after the exam, they will worry about whether they will fail the exam. Take a negative view of what has not happened, worry too much, and cause mental and emotional anxiety. In this state, the individual's spirit is difficult to concentrate, and is more sensitive to sound and light. The spirit is in a tight state, and the emotion is more sensitive. He will even feel sad and cry when thinking about it.

Due to the different personality characteristics of college students, there will be differences in their sensitivity to the stimulation of surrounding things and their response to pressure. Some students have strong psychological tolerance and can adjust themselves. Some students have relatively weak adjustment ability and will have slight psychological problems. Some students have poor psychological tolerance and emotional regulation ability and are very sensitive to the surrounding stimuli, resulting in mental and emotional anxiety, easy having negative associations with what has not happened, and then feeling worried and afraid. After paying attention to students' mental health, colleges and universities put forward new requirements for ideological and political education to integrate psychological counseling. According to the psychological status of college students, adjust the teaching methods of ideological and political education, and conduct psychological counseling for students in the process of educational practice, so as to alleviate and cure students' mental health problems. Therefore, in view of college students' mental and emotional anxiety, we should reform the practice of college students' ideological and political education, and study its influence on students' mental and emotional anxiety.

Objective: To comprehensively grasp the mental and emotional anxiety of college students and study its causes. The practical reform of ideological and political education is carried out for college students' spiritual and emotional anxiety. By combining textbook knowledge with students' role-playing, the behavior of college students is standardized, guiding them to make positive association with themselves and collectives and compare with reality, triggering them to think positively and realize the unity of consciousness and behavior, so as to cure mental and emotional anxiety. In teaching, we should consciously cultivate students' positive psychological quality, develop good moral quality, improve their psychological tolerance and anti-interference ability, improve their mental tension, and alleviate or even cure their mental and emotional anxiety.

Research objects and methods: The research objects are college students with mental and emotional anxiety. Through data mining technology, 260 college students with mental and emotional anxiety were selected from the mental health database of two colleges and universities. These college students come from different majors, different grades and different family backgrounds. Analyze their situation in learning and interpersonal relationship, and carry out the ideological and political education for these college students after the reform for two months, once a week, 60 minutes each time. During the experiment, the relevant data were recorded, the treatment was statistically analyzed through SAS house arrest, and the influence of the reform and innovation of ideological and political education practice on the cure of students' mental and emotional anxiety was studied.

Results: In colleges and universities, college students have different degrees and types of psychological problems, and mental and emotional anxiety is one of them. College students with mental and emotional anxiety are difficult to concentrate and their learning efficiency is not high. After the reform of ideological and political education, the relevant symptoms of college students have been significantly improved, the attention of students has been improved to a certain extent, and the mental and emotional anxiety has been slowly cured. The effect of role plays on the cure of mental and emotional disorders of students

majoring in human geography is scored as 4 points, and the results are shown in Table 1.

Table 1. The influence of ideological and political curriculum obstacles on students' will education in colleges and universities

Major	Social survey	Cosplay	Cultivate students' positive psychological quality
Mathematics major	5	4	5
Human geography	4	4	5
Accounting profession	4	5	5

Conclusions: After the reform and innovation of the practice of ideological and political education for college students, the mental and emotional disorders of college students have been slowly alleviated and cured after innovative education, their learning attention has been significantly improved, they no longer feel worried and uneasy about what has not happened, and their emotions have become positive.

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EFFECTIVENESS OF POSITIVE PSYCHOLOGY IN PROMOTING IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

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Background: Positive psychology belongs to psychology, which rose at the end of last century. It mainly studies human positive psychology, virtue and other positive aspects. Positive psychology attaches importance to the positive promotion of human positive psychological quality in different industries, and has a wide range of applications, including enterprise management, education, society and so on. In the research of positive psychology, it is emphasized to use scientific methods on the principle of adhering to science to guide the positive psychological quality of individuals. Through positive psychology, individuals with psychological problems are guided to pay attention to the positive aspects of things, and slowly become positive and optimistic under the stimulation of various positive things, broaden their mind and alleviate the negative emotions in their hearts. When you look at things, you will no longer blindly look at the bad side of things, and you will maintain a positive and optimistic attitude. In the face of difficulties, meet challenges bravely, make unremitting efforts, and actively adjust the direction of efforts according to the situation until success. The application of positive psychology in the process of relevant education and training will create a positive atmosphere, promote the smooth development of these activities and improve the effect of activities, so as to make individuals and groups develop well, improve people's quality of life and contribute to the stability of social security.

At present, ideological and political education in colleges and universities has achieved some good results after continuous reform, but there are still some problems. For students, they do not pay much attention to the role of ideological and political education. In class, many students simply listen to the class without in-depth thinking, do not know much about the role of ideological and political education, and their learning enthusiasm is low. Some students even regard the ideological and political education course as a course of playing with mobile phones. They often look down at the mobile phone and don't listen to what the teacher is talking about. They are even perfunctory about the homework of the ideological and political education course. On the whole, the teaching effect of ideological and political education course is not very good, and the students' harvest is limited. For teachers, their teaching and research level still needs to be continuously improved. Some teachers' teaching ideas do not keep up with the pace of teaching development, and there is a lag phenomenon. The teaching methods used by teachers in ideological and political education courses are single and relatively old, the innovation of teaching mode is insufficient, the relevant evaluation mechanism needs to be improved, and there is a phenomenon that theory is light of practice. The real performance of students cannot be reflected in the examination results. According to the role of positive psychology, it is applied to improve the effectiveness of ideological and political education in colleges and universities, stimulate students' learning enthusiasm, let teachers actively explore and research in ideological and political education, and carry out all-round innovation.

Objective: To analyze the current situation of students, teachers and teaching in ideological and political education in colleges and universities, and study its causes. In view of the current problems, this paper analyzes the path to improve the effectiveness of effective ideological and political education, and integrates positive psychology into this process. Update the teaching concept, pay attention to the needs and development of students, connect social life in teaching, attract students' attention, stimulate students' learning enthusiasm, and enable students to think together with the teaching content to achieve the purpose of teaching. When teaching, teachers are full of teaching enthusiasm, pass this positive emotion to students, drive students' emotions, stimulate students' positive strength, and shape students' positive psychological quality. In addition, through the reform of teaching methods, diversified and personalized evaluation and encouraging evaluation, students can learn and feel the knowledge of ideological and political education in the ideological and political education curriculum, help teachers understand students' learning more clearly, and adjust the teaching plan, so that students can study more actively and experience the sense of learning achievement.

Research objects and methods: The research objects were college students. Three colleges and universities were selected, and 260 college students were randomly selected from these colleges and universities. Analyze the learning and personal situation of these college students and their views and suggestions on ideological and political education. Carry out the teaching of the reformed ideological and political education course for these students for one semester, 90 minutes a week, record relevant data, and carry out the impact of the reformed ideological and political education on students' learning effect through fuzzy comprehensive evaluation. Grade 1-5 is adopted, use SAS software to process and analyze data.

Results: In recent years, students have not realized the importance of ideological and political education in colleges and universities, and their attitude towards lectures is more perfunctory. Many of them are bow-headed parties, do not care about what teachers say, and their learning enthusiasm is very low. Teachers just teach textbook knowledge to different students, which is not innovative and boring, and their teaching enthusiasm is not high. By applying positive psychology to the teaching reform of ideological and political education, students' learning enthusiasm and learning effect have been significantly improved, and the sense of achievement of civil engineering students has been significantly improved. The score is 4 points. See Table 1 for the results.

Table 1. Evaluation of students' positive psychological quality after the teaching reform of ideological and political education

Major	Fulfillment	Optimistic	Self-confidence
Civil engineering	4	5	4
Garden specialty	5	4	4
Business English major	4	5	5

Conclusions: The application of positive psychology in the teaching reform of ideological and political education can improve the effectiveness of teaching, improve students' learning enthusiasm, guide students to cultivate positive psychological quality, and improve teachers' teaching level.

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IMPACT OF CONSUMERS' RECOGNITION OF BRAND VALUE ON ENTERPRISE PERFORMANCE BASED ON CONSUMER PSYCHOLOGY

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Background: Consumer psychology is a branch of psychology. It studies the psychological and behavioral changes of consumers in the process of consumption, as well as the laws of their psychological and behavioral changes. Consumer psychology involves many disciplines such as social psychology and economics, and studies consumers' consumption motivation and consumption needs. Need means the subjective feeling that an individual lacks something. It is a response to objective needs. For example, consumers' needs for clothing, food, housing and transportation. Demand means that after consumers have the conditions to change the dissatisfying status quo, they pursue the demand that can make them more satisfied. Consumer

demand has five characteristics: objectiveness and variability. After consumers have some shopping demand, it will affect their shopping behavior. The more consumers need something, the more likely they are to buy it. The factors affecting consumers' consumption needs are subjective and objective. Subjectivity means that consumption needs will be affected by physiological and psychological conditions. The purchase motivation of consumers is divided into physiological consumption motivation and psychological consumption motivation. The former is the consumption motivation generated by the survival needs of consumers. For example, eating and drinking water are things that must be carried out for human survival. Generating consumption motivation on these things that must be consumed for survival belongs to physiological consumption motivation. Psychological consumption motivation means that consumers want to achieve respect needs and social needs, resulting in consumption motivation. For example, in order to make yourself look better, the idea of buying cosmetics comes into being, which belongs to psychological consumption motivation. After consumers have consumption motivation, they will evaluate what they want to buy and judge whether it is worth buying. In the purchase process, consumers will be affected by price, quality, brand, personal economic level, aesthetics and so on. Among them, in the brand factor, consumers will choose those products with higher recognition as their purchase choice. For example, consumers tend to recognize the same brands in the process of online shopping. When they compare the quality and cost performance of these products, they tend to recognize them more. According to the characteristics of consumer psychology and consumer behavior, this paper analyzes the impact of consumers' recognition of brand value on enterprise performance based on consumer psychology.

Objective: To understand the current consumer psychology and behavior law, and analyze the influencing reasons. On this basis, this paper studies the impact of consumers' recognition of brand value on enterprise performance. Through the influence of consumers' recognition of brand value on enterprise performance, make corresponding adjustments to enterprise management, so as to improve enterprise performance.

Research objects and methods: The research objects were consumers, and 100 consumers were randomly selected from a large shopping mall. These consumers come from different occupations, and there are differences in their education, family economic level, aesthetic hobbies and social status. Understand their daily consumption, consumption motivation and their views on the brand, and record relevant data. The fuzzy evaluation method is used to evaluate the impact of consumers' recognition of brand value on enterprise performance, and the relevant influencing factors are quantified. A score of 0-4 is used. 0-4 indicates no impact, slight impact, general impact, obvious impact and complete impact respectively. The data are processed and analyzed by Excel software and SAS software.

Results: Consumers' consumption psychology and behavior are affected by many factors. Personal economic conditions, product quality and brand awareness will affect consumers' consumption behavior and which product consumers choose as their final choice. Consumers' recognition of brand value will promote the growth of enterprise performance and create more benefits for enterprises. The impact of middle-aged consumers' cognitive recognition of brand value on enterprise performance is scored as 4 points, and the results are shown in Table 1.

Table 1. The influence of consumers' recognition of brand value on enterprise performance

Age group	Cognitive identity	Emotional identity	Identity
Youth	3	4	4
Young and middle-aged	3	4	3
Middle age	4	3	3

Conclusions: Consumers' recognition of brand value has a great impact on enterprise performance. In the process of enterprise management, we can expand the popularity of enterprises through advertising, maintaining and improving product quality and other measures, so that more consumers can understand the brand, recognize the brand value and choose to buy brand products.

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ANALYSIS OF PERSONAL INVESTMENT PSYCHOLOGY AND JOB ANXIETY BASED ON BEHAVIORAL FINANCE

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Background: Since the reform and opening up, China's economy has developed rapidly and people's disposable income has been increasing. In this context, China's financial market is also developing. Investment is an economic activity with high risk and high return. Many investors suffer from anxiety because they are too worried about investment risks. At the psychological level, anxiety belongs to a kind of negative emotion. It is a dangerous state in which individuals are unable to achieve their goals or overcome obstacles, which leads to the frustration of individual self-confidence and self-esteem, increases the sense of frustration and frustration, and then forms a state of tension, anxiety and fear. Long-term and excessive anxiety will damage the patient's body function and reduce the patient's mental health level. Patients with excessive anxiety often have a sense of near-death, loss of control and mental breakdown, so patients will lose confidence in life, leading to the idea of suicide. Therefore, finding an appropriate way to alleviate investors' anxiety is of great significance to investors' physical and mental health.

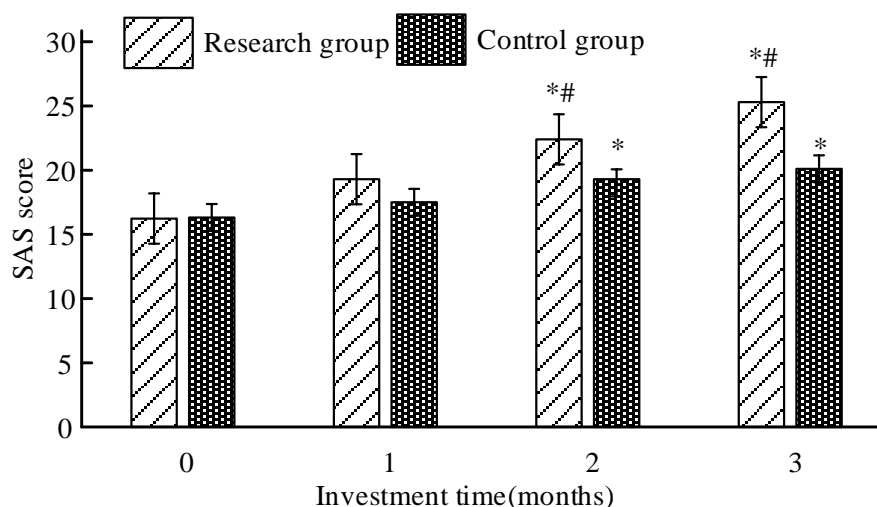
Cognitive psychology is a branch of psychology that began to rise in 1950. It mainly studies human advanced psychological processes, such as attention, perception, thinking and language. The orientation of cognitive psychology focuses on the mode of thinking and reasoning by using cognition, which is mainly to explain the law of individual psychological changes in the process of cognition. In the theory of cognitive psychology, individual learning process is actually a process of gradual construction and improvement of knowledge, not only the absorption and digestion of knowledge, but also the process of using their own knowledge to build new knowledge. After the environment stimulates the individual to produce information, the individual obtains the ability through the internal cognitive processing of these information, so that the learning and the learning situation are always consistent. Therefore, cognitive psychology believes that the individual cognitive process is essentially the process of individual brain processing symbolic information. The main human activities include three aspects: cognitive activities, emotional activities and will behavior, which can be explained and expounded by the theory of cognitive psychology. Based on cognitive psychology, this study analyzes investors' investment behavior, investment psychology and investment cognition by using behavioral finance, discusses the factors leading to investors' anxiety, and constructs an investment risk prediction model according to the analysis results to alleviate investors' anxiety.

Objective: Investment is an economic activity with high risk and high return. Many investors suffer from anxiety because they are too worried about investment risk. Based on cognitive psychology, this study uses behavioral finance to analyze investors' investment behavior, investment psychology and investment cognition, and constructs an investment risk prediction model according to the analysis results to alleviate investors' anxiety.

Research objects and methods: 80 investors with anxiety disorder were selected as the research objects. Self-rating Anxiety Scale (SAS) and Symptom Checklist-90 (SCL-90) were used to evaluate the mental health status of investors.

40 investors in each group were randomly divided into study group and control group. The research group used the investment risk prediction model based on cognitive psychology to carry out investment activities. The control group carried out investment activities based on traditional decision-making methods. After a period of time, compare the anxiety of the two groups of investors.

Methods: The relevant data were processed and analyzed by software SPSS17.0.



Note: * $P < 0.05$ compared with that before teaching; # It indicates that compared with the control group, $P < 0.05$.

Figure 1. Changes of SAS scores of two groups of investors before and after investment

Results: Before investment, there was no significant difference in SAS score and SCL-90 score between the two groups ($P > 0.05$). After a period of time, the SAS score and SCL-90 score of investors in the study group were significantly lower than those in the control group ($P < 0.05$). The changes of SAS scores of the two groups of investors before and after investment are shown in Figure 1.

Conclusions: Since the reform and opening up, China's economy has developed rapidly and people's disposable income has been increasing. In this context, China's financial market is also developing. Investment is an economic activity with high risk and high return. Many investors suffer from anxiety because they are too worried about investment risks. Based on cognitive psychology, this study analyzes investors' investment behavior, investment psychology and investment cognition by using behavioral finance, discusses the factors leading to investors' anxiety, and constructs an investment risk prediction model according to the analysis results to alleviate investors' anxiety. The results showed that there was no significant difference in SAS score and SCL-90 score between the two groups before investment ($P > 0.05$). After a period of time, the SAS score and SCL-90 score of investors in the study group were significantly lower than those in the control group ($P < 0.05$).

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THE INFLUENCE OF TRADITIONAL AESTHETICS IN ART DESIGN ON PEOPLE WITH COLOR VISUAL IMPAIRMENT UNDER THE BACKGROUND OF COGNITIVE IMPAIRMENT

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Background: Due to congenital or acquired reasons, some people have different degrees of obstacles to some visual organs, resulting in color visual impairment. Patients with color visual impairment have weak perception of color, and some patients with color visual impairment have negative emotions such as depression and inferiority complex. When negative emotions are accumulated for a long time and cannot be released, it will damage the patient's body function, lead to damage to the cerebral cortex and cognitive impairment. Cognitive impairment is a pathological process involving brain function. Patients with cognitive impairment are often accompanied by learning impairment, memory impairment, aphasia and so on, which seriously affects the patients' daily life and reduces the patients' quality of life. At the same time, it also causes a large economic and management burden to the patients' family and society. Art design works can convey emotions and calm the mind. They can alleviate the negative emotions of the audience and then treat cognitive impairment. However, traditional art design pays attention to the use of color, and the treatment effect is not obvious for patients with cognitive impairment with color visual impairment. Therefore, it is of great significance for patients and their families to innovate art design so that people with color visual impairment can fully appreciate the beauty and emotion of art works, and then alleviate the degree of cognitive impairment of patients.

Design psychology can analyze people's psychological state and psychological needs, and apply the analysis results to art design. In addition, design psychology also studies the psychological changes of designers in the design process and the psychological impact of design works on social groups and social individuals, and applies these to art design, so that art design can more intuitively and appropriately reflect the psychology and emotion of the audience, so as to meet the psychological and aesthetic needs of the audience. Design psychology contains many contents, including visual design, color psychology, consumer psychology, product design, environmental design, personality tendency, hierarchical demand, etc. it also involves perceptual texture and psychological effect. Chinese traditional aesthetics, such as ink painting, poetry and calligraphy, do not pay attention to the application of color, but pay more attention to the expression of artistic conception. In the theory of design psychology, it meets the color psychology, psychological effect and hierarchical needs of people with color visual impairment. In addition, the emotional expression and cultural connotation contained in China's traditional aesthetics are easier to make the audience feel cordial and identity. Therefore, it is in line with the personality tendency, hierarchical needs and environmental design in the theory of design psychology. Therefore, based on design psychology, the research applies traditional aesthetics to art design, so as to innovate art design, better meet the visual aesthetic needs of people with color visual impairment, alleviate their cognitive impairment, reflect

humanistic care, and promote the construction and development of a harmonious society.

Patients suffering from visual inferiority disorder, color perception disorder, and so on. The research is based on design psychology to innovate art design, alleviate the cognitive impairment of people with color visual impairment, reflect humanistic care, and promote the construction and development of a harmonious society.

Subjects and methods: 100 patients with cognitive impairment with color vision impairment were selected from a third-class hospital. The Cognitive Impairment Assessment Scale (CIAS) was developed in combination with the mental health part of the concise mental state examination scale and the 36-Item Short Form Survey (SF-36) to assess the degree of cognitive impairment.

Study design: Using random number table method, 100 patients with cognitive impairment with color visual impairment were randomly divided into study group and control group, with 50 people in each group. Both groups were given routine drug treatment. Among them, patients in the research group enjoy innovative art design works based on design psychology for 30 minutes every day. Patients in the control group enjoyed traditional art and design works for 30 minutes every day. After a period of intervention, the degree of cognitive impairment was compared between the two groups.

Methods: Using Excel software and SPSS22.0 software to process and analyze relevant data.

Results: Before intervention, there was no significant difference in CIAS score between the two groups ($P > 0.05$). After the intervention, the CIAS score of the study group was significantly higher than that of the control group ($P < 0.05$), as shown in Table 1.

Table 1. CIAS scores of two groups of researchers

Timing	CIAS Score		<i>t</i>	<i>P</i>
	Research group	Control group		
Before intervention	56.4±8.5	56.5±9.2	0.254	0.671
After intervention	86.4±6.4	77.2±7.0	6.673	0.025
<i>t</i>	7.643	5.361	-	-
<i>P</i>	0.001	0.032	-	-

Conclusions: Traditional art design pays attention to the use of color, and the therapeutic effect on cognitive impairment patients with color visual impairment is not obvious. Chinese traditional aesthetics, such as ink painting, poetry and calligraphy, do not pay attention to the application of color, but pay more attention to the expression of artistic conception. In addition, the emotional expression and cultural connotation contained in traditional aesthetics are easier to make the audience feel cordial and identity. Therefore, based on design psychology, the research applies traditional aesthetics to art design in order to innovate art design. The results showed that there was no significant difference in CIAS score between the two groups before intervention ($P > 0.05$). After the intervention, the CIAS score of the study group was significantly higher than that of the control group ($P < 0.05$). To sum up, innovative art design based on design psychology can significantly alleviate the cognitive impairment of people with color vision impairment, reflect the humanistic care of art design, and promote the construction and development of a harmonious society.

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THE NECESSITY OF STRENGTHENING IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES BASED ON THE CONNOTATION OF STUDENTS' PSYCHOLOGICAL ANXIETY

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Background: When there are unsolvable problems in life and learning, individuals will have anxiety, fear and tension, feel uneasy without coming, and worry about possible threats. This experience and psychological state are called psychological anxiety. Individuals with anxiety lack a sense of security, and

there will be some physiological reactions, such as facial panic, rapid heartbeat, feeling dry mouth, etc. Psychological anxiety has both advantages and disadvantages for individuals. Appropriate psychological anxiety will promote the improvement of their work efficiency and learning efficiency, mentally in a state of positive progress, full of enthusiasm for the goals to be achieved, actively find ways to solve the problems existing in the process of efforts, and full of hope. Excessive psychological anxiety will affect the individual's work and learning process, and the enthusiasm is not high. Because anxiety, panic, and other psychology occupy the heart, they will disturb their thinking. The more they reach a critical juncture, they will be at a loss, have confused ideas, and don't know what to do. Moreover, severe psychological anxiety will also cause damage to the body and mind of individuals. Their spirit will be in a very tired state, and they will have mental abnormalities, be suspicious of the subtle movements around, cause damage to various organs of the body, cause some diseases and even death. The factors of psychological anxiety are divided into personal factors and environmental factors. In personal factors, different individual personality characteristics have a different probability of psychological anxiety. Introverted individuals are more likely to suffer from psychological anxiety than extroverted individuals. Environmental factors refer to all kinds of work, learning environment and the interpersonal environment with great pressure and fierce competition. Stimulated by these environmental factors, individuals have psychological anxiety.

In colleges and universities, due to the great pressure brought by learning and interpersonal, students are overwhelmed, resulting in different psychological anxiety. At present, the ideological and political education in colleges and universities has a tendency of knowledge, and insufficient attention is paid to students' mental health problems, which leads to the lack of timely and correct guidance of students' outlook on life, values and world outlook. Students' ability to distinguish right from wrong is insufficient, their psychological tolerance is weak, and they cannot analyze and deal with difficulties and temptations well. Students' mental health problems are obvious, one of which is psychological anxiety. The research of ideological and political education in colleges and universities in mental health education is still in the preliminary stage, there is no perfect mental health education system, the research on mental health education is not in-depth, and there is a trend of "emphasizing governance over prevention" in the implementation of mental health education. The construction of teachers in mental health education is not enough, and teachers' teaching initiative is not enough. Therefore, it is imperative to strengthen ideological and political education in colleges and universities.

Objective: To understand the psychological anxiety problems of college students and analyze the causes. Study the current situation and differences of ideological and political education in colleges and universities, and enhance the timeliness of ideological and political education in colleges and universities according to the connotation of students' psychological anxiety. Through the reconstruction of educational concept, relationship optimization, environmental planning and returning to reality, we should reform the ideological and political education in colleges and universities, solve the existing problems and intervene the students' psychological anxiety in time.

Research objects and methods: The research objects were college students with psychological anxiety. Four colleges and universities were selected, and 280 college students with psychological anxiety were randomly selected from these colleges and universities. These students come from different majors and grades, and there are some differences in their mental health problems. Understand their learning situation, mental health status and their views on the course in the ideological and political education course, carry out the teaching of the reformed ideological and political education course for these students, and record the relevant data. Through the fuzzy evaluation method, this paper evaluates the influence of ideological and political education teaching on students' psychological anxiety after the reform. The relevant influencing factors are quantified, and 0-4 scores are adopted. 0-4 scores respectively mean no impact, slight impact, general impact, obvious impact, and complete impact. SAS software is used for data processing and analysis.

Table 1. The influence of ideological and political education on students' psychological anxiety after reform

Grade	Reshaping the concept of education	Create a relaxed educational environment	Relationship optimization
Freshman	4	3	3
Sophomore	3	3	4
Junior	4	4	4

Results: Ideological and political education in colleges and universities did not involve much in students' mental health education. Students' mental health problems could not be solved through ideological and political education, and students' psychological anxiety could not be intervened in time. Through the measures of reshaping educational concepts, relationship optimization, environmental planning, and returning to reality, integrating mental health education into ideological and political education, respecting

students, understanding their spiritual needs, enhancing their self-confidence and alleviating psychological anxiety. In the ideological and political education after the reform, the impact of creating a relaxed educational environment on sophomores with psychological anxiety is scored as 3 points. The results are shown in Table 1.

Conclusions: After the reform of ideological and political education, teachers pay more attention to students' mental health, optimize the relationship between teachers and students, promote the elimination of students' psychological anxiety, and guide students to form positive, healthy, and upward values.

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AESTHETIC DESIGN OF SMART HOME PRODUCTS BASED ON THE PSYCHOLOGY OF ANXIETY PATIENTS

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Background: Anxiety disorder belongs to mental disorder. The influencing factors of anxiety disorder include quality factors and social psychological factors. Among the quality factors, individual personality characteristics will affect the occurrence of anxiety disorders. For example, introverted and shy individuals are generally more likely to suffer from anxiety disorders, and those who are too neurotic are more likely to suffer from anxiety disorders than normal individuals. Among the social psychological factors, interpersonal tension and long-term mental work are more likely to produce anxiety disorder. The psychology of patients with anxiety disorder will reflect different characteristics due to different manifestations of anxiety disorder. The manifestations of anxiety disorder, they can be divided into six types: Patients with lack of stability and self-control, patients with heavy life pressure, patients with anxiety and urgency, patients with decreased work and learning efficiency, patients with long-term anxiety and tension due to disease, and patients with immature psychological defense mechanism. Patients who lack stability will make a strong response to external stimuli. When they hear some subtle movements, their heartbeat will accelerate, their expression will be nervous, their emotions are easy fluctuate, and the range is large. Patients with a sense of load-bearing life will feel a lot of pressure brought by life, which is close to the edge that they can bear. Their attitude towards things is basically that they have to do and can't do it. They just work for survival and are more passive. When the effect of work and study is not ideal, it will cause a serious blow to the patients, promote the patients to have anticipatory anxiety and feel timid about what they will do. Patients with a sense of urgency will feel that they have little time left for themselves, which is not enough to complete tasks and goals. They feel that they have a lot of things to do but can't do anything. They are very nervous. Even during the rest time, they will worry about what they haven't done, which will affect their work efficiency.

With the continuous development of the times, after people's living needs are met, they begin to pursue higher-level spiritual needs, and the requirements for home environment are gradually improved. With the rapid development of network technology, its application field is expanding, and all walks of life have in-depth research. Under this background, smart home has developed slowly and popularized rapidly. When designing smart home products, people should not only pursue functional practicability, but also carry out aesthetic design. As for aesthetic design, people put forward the requirements of emotional design of smart home. Through smart home products to adjust people's emotions, relieve pressure and make home a place of spiritual dependence. The emotional design of smart home products includes three principles: humanization of interactive experience, naturalization of situation simulation and agility of information processing. According to these principles, make home a harbor for the soul. Therefore, according to the psychological characteristics of anxiety patients, targeted design is carried out to meet their emotional design requirements for smart home products.

Objective: To analyze and study the psychology of anxiety disorder and patients with anxiety disorder, and analyze the causes of related problems. In the aesthetic design of smart home products, the emotional design of products should be carried out considering the emotional needs of anxiety patients. Under the three design principles of humanization of interactive experience, naturalization of situation simulation and agility of information processing, the five functional areas of door, living room, bedroom, study and kitchen are designed separately, so that patients with anxiety disorder can relax at home, feel a moment of tranquility and alleviate anxiety and tension.

Subjects and methods: The subjects were patients with anxiety disorder. Understand the requirements

of anxiety patients for smart home product design, such as color preference, functional requirements, spatial layout, product material, etc. Design smart home products according to their psychological needs, and design smart home products that meet their psychological needs. Record their experience, feelings, mental health level and other relevant data, and use the fuzzy evaluation method to evaluate the impact of emotional design of smart home products on alleviating anxiety in patients with anxiety disorder. The relevant influencing factors are quantified. After quantification, the score is 1-5, and the score of 1-5 indicates no impact, slight impact, general impact, obvious impact and complete impact. The relevant data processing and analysis software is SAS software.

Results: Under the comprehensive action of quality factors and social psychological factors, patients have different degrees of anxiety. The mental state of patients is often in a state of tension, even at home. They urgently need a place to relax their body and mind. According to the psychological needs of anxiety patients, the aesthetic design of smart home products is carried out, and the design requirements of emotional influence are put forward. After the completion of smart home product design, it has been highly praised by patients, and the anxiety of patients has been alleviated. In the experience of smart home products, the impact of emotionalization of smart home products on alleviating anxiety in middle-aged patients is scored as 5 points. The results are shown in Table 1.

Table 1. The influence of professional farmers' cultivation strategy on farmers' learning enthusiasm

Age group	Homimization	Intellectualization	Emotionalization
Youth	4	5	5
Young and middle-aged	5	4	4
Middle age	4	4	5

Conclusions: After emotional design of smart home products, patients get a good sense of experience. Their anxiety is gradually alleviated and their spirit is relaxed.

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INFLUENCE OF COMPUTER COURSE TEACHING REFORM IN COLLEGES AND UNIVERSITIES ON ALLEVIATING STUDENTS' PSYCHOLOGICAL ANXIETY

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Background: Psychological anxiety refers to an individual's excessive worry about his own life and future, resulting in irritability. Psychological anxiety will be relieved or eliminated with the or solution of things. When individuals have anxiety for a long time, psychological anxiety belongs to abnormal anxiety, which is a manifestation of mental illness. The individual experience of abnormal anxiety has no reason to fear the imminent disaster, worry about his physical condition, and feel that he is suffering from a very serious disease. When abnormal anxiety is serious, the individual will have emotional and emotional disorders. This abnormal anxiety belongs to pathological anxiety, as opposed to realistic anxiety. Individuals with realistic anxiety will make emotional response in the face of potential challenges and threats. This emotional response is called realistic anxiety. The degree of anxiety is related to the degree of threats they face. When the potential threats or potential challenges in real life disappear, realistic anxiety will gradually disappear. This anxiety has timeliness. Pathological anxiety is divided into generalized anxiety disorder and panic disorder. Generalized anxiety disorder is a chronic disorder, which is caused by individuals' excessive worry about some life situations. Anxiety disorder can be divided into three types. The first type is mental anxiety, which is manifested in individuals' excessive anxiety about small things in daily life and fear of some uncontrollable events. For example, worry about family accidents, fear of failure in exams, etc. this type of anxiety has symptoms such as insomnia, dreaminess, irritability and so on.

In the process of computer course learning, college students will have varying degrees of psychological anxiety. This anxiety belongs to generalized anxiety disorder. There are five reasons for psychological anxiety. First, because the computer course contains more contents and the learning progress is relatively fast, there is not much time left for students to learn. Therefore, students need to spend a lot of time in private to keep up with the progress of computer course. Under the pressure of this tension, students will have a kind of psychological anxiety in learning. And the assessment methods of computer courses are different from those of other disciplines. In the process of final examination, computer-based examination

is usually selected. Because students usually don't have much time to operate on the computer and are not very familiar with the functions of the computer, this is a challenge for students. Especially in the exam, the time is relatively tight, and the students' proficiency can't meet the requirements. Students will worry about the unqualified test results because they are afraid of not completing the test contents, resulting in psychological anxiety, even fear. Some students had little contact with computers before college due to family economic conditions, and the curriculum foundation of computers was relatively weak. Therefore, they worked hard in the process of learning computers, and they would be terrified and unskilled in computer operation. Compared with other students who are proficient in computer operation, this part of students will feel inferiority complex and do not want to show their bad side in front of students, which will lead to resistance to computer courses and form a kind of psychological anxiety.

Objective: To analyze the psychological anxiety of college students in computer courses and study the causes. On this basis, reform the computer course. Through reasonable allocation of class hours and full lesson preparation, computer teachers can face possible things in the classroom and record class videos when necessary, so that those students who can't keep up with the progress of class can further study after class, so as to reduce the psychological anxiety of college students. Teachers provide more opportunities for college students to practice and operate. Through many training simulations, college students are gradually familiar with the computer system, make up for their knowledge learning blind spot, improve the computer operation ability and reduce students' psychological anxiety.

Subjects and methods: The subjects were college students, and 200 college students were randomly selected. These college students come from different grades and majors of three colleges and universities to understand their computer learning situation, mental health status and other relevant information. The experimental time is one semester, during which the relevant data are recorded. The influence of computer course teaching on alleviating students' psychological anxiety after the reform through fuzzy evaluation. The quantitative score of relevant influencing factors adopts a grade 1-5 score, and the score has a positive correlation with the degree of influence. SAS software is used to process and analyze the relevant experimental data.

Results: In the process of learning computer courses in colleges and universities, students have varying degrees of psychological anxiety due to tight courses, heavy learning tasks and unskilled computer operation. According to the students' psychological anxiety, the teaching reform of computer course is carried out. After the reform, by recording class videos to students, students can relearn after class, keep up with the learning progress and alleviate students' psychological anxiety. After many computer operations, students' proficiency in computer has increased significantly, students' resistance psychology has gradually disappeared, and their psychological anxiety has been alleviated. In the evaluation of the impact of computer course teaching on alleviating students' psychological anxiety after the reform, recording class videos have the greatest impact on alleviating the psychological anxiety of students majoring in geographic science. The impact score is five points. The results are shown in Table 1.

Table 1. The influence of computer course teaching on alleviating students' psychological anxiety after reform

Major	Record class video	Increase the number of computer practice	Improve information literacy
Geographical science	5	5	4
English major	4	5	5
Financial management	4	5	5

Conclusions: After the reform of computer course teaching in colleges and universities, the learning enthusiasm and initiative of college students are significantly improved, the interest of students in computer operation is significantly increased, the learning efficiency of students is greatly improved, and the psychological anxiety of students is gradually relieved.

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INCENTIVE EFFECT OF ENTERPRISE MANAGERS ON EMPLOYEES WITH COMMUNICATION ADAPTATION BARRIERS

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Background: Individuals with communication adaptation disorder cannot communicate effectively in the process of communication, resulting in poor communication and interruption of communication. Stimulated by poor communication for many times, individuals will have timidity, fear and psychological disorders. In serious cases, they will have depression, anxiety, sweaty palms, blank brain, headache and other physiological symptoms. Communication adaptation barriers appear in interpersonal and team opinion exchange and information transmission, showing different barriers such as language barriers, conceptual barriers and temperament barriers. The reason for these barriers is that both sides of communication and communication information transmission channels are different. In the state of language communication adaptation, the integrity of information sending is affected by the personal factors of the information sender. If the information sender is in an angry mood, there will be information errors, information omissions and other situations in the information sent, or because the information sender's expression ability is insufficient, he can't completely express his thoughts, resulting in poor communication and expression a situation of unclear logic. In addition, the age and the degree of communication will affect the character of the person who is educated. For the information receiver, the subjective view and value orientation of the information receiver will have an impact on the information reception, so different information receivers have different information screening criteria and different information. And different information transmission channels will cause different degrees of damage to the information, resulting in incomplete information.

For the employees of the enterprise, in the actual work process, they are limited by their education level, age, experience and expression ability, so the employees cannot express what they want to express in communication. Or due to the imperfect communication channels of employees, employees lack the opportunity to express their work needs, or there are defects in the communication and information dissemination channels, which change the original information. Or enterprise managers do not pay attention to the importance of employee communication, are perfunctory about the needs expressed by employees, or do not understand them in place, so that employees have communication and adaptation barriers, affect their work enthusiasm and initiative, lead to their unsatisfactory work efficiency and lack of motivation to work hard. This negative work attitude will have an impact on other departments at the same time, make the work mood of the department become slack, and then affect the development of the enterprise. In view of this situation, this paper studies the incentive effect of enterprise managers on employees with communication adaptation barriers.

Objective: To analyze the current situation of employees' communication adaptation barriers and study their causes. On this basis, enterprise managers take targeted measures to improve employees' communication and adaptation barriers, alleviate employees' negative emotions such as anxiety, anxiety and slack, mobilize employees' work enthusiasm and initiative under the stimulation of incentive policies, improve work efficiency and promote the improvement of department performance.

Research objects and methods: The research objects were employees with communication adaptation disorder. 160 employees with communication adaptation disorder were randomly selected from a large enterprise. These employees have differences in age, education, experience and personal characteristics. Understand their communication and adaptation barriers, their attitude towards the enterprise, and pay attention to the relevant contents of enterprise management. On this basis, adjust the incentive management of enterprise managers, record relevant data, and use fuzzy evaluation to evaluate the impact of incentive management of enterprise managers on employees' communication adaptation barriers. The relevant impact score adopts a grade 1-5 score, which has a positive correlation with the degree of impact, and uses SAS software for data processing and analysis.

Results: In the process of work, due to the influence of themselves, communicators and communication channels, employees have different degrees of communication adaptation obstacles, which makes them afraid to communicate or unable to communicate. The needs of work cannot be expressed and cannot meet their own work needs. Accumulated over time, a lot of negative emotions have accumulated and the work has become slack. In order to solve this problem, enterprise managers carry out incentive management, advance and retreat with employees, and establish a two-way information mechanism to provide employees with communication channels, release their emotions correctly, and alleviate the obstacles of communication adaptation. Enterprises provide employees with more job opportunities, choose their favorite jobs, improve their enthusiasm, and further alleviate the obstacles of communication and adaptation. In the evaluation of the impact of enterprise managers' incentive management on employees' communication adaptation barriers, the measure of providing more job choices has the greatest impact on young employees' communication adaptation barriers, with an impact score of 5 points. The results are shown in Table 1.

Conclusions: Through a series of incentive management, enterprise managers give employees a channel to express their ideas and suggestions, and employees get more sense of participation. Under the "common advance and retreat", employees are more motivated, their communication and adaptation barriers have

been greatly alleviated, and their work efficiency has been significantly improved.

Table 1. The influence of enterprise managers' incentive management on employees' communication and adaptation barriers

Age group	Advance and retreat with employees	Establish a two-way information sharing mechanism	Respect employees' suggestions	Provide more job options
Youth	4	5	4	5
Young and middle-aged	5	4	5	5
Middle age	5	4	4	4

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THE APPLICATION OF COLOR PSYCHOLOGY IN FASHION DESIGN

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Background: Consumer psychology belongs to psychology. Its main research content is the law of psychological and behavioral changes of consumers in relevant consumption activities. In consumer psychology, consumer behavior is affected by many factors, such as consumer income level, individual personality characteristics, age, price, commodity quality and so on. These influencing factors can be divided into internal factors and external factors. Internal factors include consumers' psychological activities in the process of consumption and psychological factors affecting consumer behavior. External factors include social environment, consumer groups, consumption trend, consumer goods and other influencing factors. Consumer psychology is mainly divided into four kinds: conformity psychology, difference-seeking psychology, comparison psychology and truth-seeking psychology. Herd mentality means that consumers tend to buy goods that most people buy. Showing imitation and blindness. The psychology of seeking differences means that the individual pursues being different from the public aesthetics, pursues the uniqueness of the commodity when purchasing the commodity, and has its own unique pursuit in the design, color, material and other aspects of the commodity. The psychology of comparison shows that some consumers will buy more expensive goods to get the envy of others and feel that they are nobler than others after seeing that others have bought some high-value goods. Realistic psychology means that consumers will pay more attention to the practicability, price and quality of goods in the process of commodity purchase, and do not pay attention to the beauty, color matching and sense of goods. This kind of consumption behavior belongs to rational consumption.

In fashion design, different colors have different effects on people's emotions and consciousness. Different colors are used to vent different emotions. There is a close relationship between color and psychology. For example, red will give people a sense of oppression and expansion visually, make people feel vivid, lively and enthusiastic, and stimulate the secretion of adrenaline. This color can represent the characteristics of an extroverted personality. Yellow represents a variety of psychology such as happiness and nobility. When yellow is matched with other colors, it will show different emotional meanings. For example, matching black with yellow will give people a positive and powerful feeling, and matching white with yellow will make people feel tired and powerless. Green stimulates people mildly. It symbolizes life, youth and other meanings. Wearing green clothes gives people a fresh and lively feeling. At the same time, green is also a color often used in environmental protection activities. Blue presents a sense of space and belongs to the cool color system. It will give people a calm and calm feeling in wearing collocation. According to the different meanings and functions of different colors, they are applied in fashion design to meet the different psychological needs of different consumers.

Objective: To understand the clothing requirements of different consumers, study their consumption psychology and consumption needs involved in the process of clothing consumption, select, match and design clothing colors according to these consumption psychological needs, follow the five design principles of balance, rhythm and proportion, and flexibly use the reset method, style method emotional method and other clothing psychological design methods make the designer clothing meet the consumer psychological needs of different groups of consumers.

Research objects and methods: The research objects were consumers. 100 consumers were randomly selected from three large shopping malls to understand their consumption demand, consumption tendency, clothing color selection tendency and consumer personality characteristics, and record relevant data. The

fuzzy evaluation method is used to evaluate the impact of different design elements on consumers' consumption psychology in fashion design. The relevant influencing factors are scored by 1-5 grades. The higher the score, the greater the degree of influence. The relevant data are processed by Excel software and SAS software.

Results: Color belongs to the elements of fashion design and is an important component of fashion design. According to the different emotions represented by different colors and their different effects on people's emotional consciousness, different colors are applied in fashion design to meet the consumer psychological needs of different consumer groups. In the evaluation of the impact of different design elements on consumers' consumption psychology, color has the greatest impact on teenagers' consumption psychology, with a score of 5 points. The results are shown in Table 1.

Table 1. Influence of different design elements on consumers' consumption psychology

Age group	Color	Style	Fabric
Juvenile	5	5	3
Youth	4	4	4
Young and middle-aged	3	4	5

Conclusions: Color plays an important role in the process of people's life. The scope of color application is relatively wide. It shows diversity and multifaceted in color psychology, and people show complexity in clothing color psychology. In the color application of fashion design, we should first understand the consumer psychological needs of different consumer groups, so as to design clothes to meet the consumer needs of different consumer groups.

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THE IMPROVEMENT OF COLLEGE AEROBICS TEACHING REFORM ON STUDENTS WITH COMMUNICATION AND ADAPTATION BARRIERS

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Background: When individuals cannot communicate normally, the expression, transmission and reception of information fail, and individuals show anxiety, anxiety and other psychology, which repels communication. This situation becomes an obstacle to communication adaptation. The scenarios of communication adaptation disorder are the communication between interpersonal relationships, the exchange of opinions among members of the collective and the transmission of information in the process of communication. Interpersonal communication includes many types, such as communication between friends, a conversation between family members, communication with different students, a discussion between students and teachers, etc. Because each individual has his own personality, thought and behavior mode, there are differences in values and family background. The degree to which the communicator wants to send the message will be affected by the incompleteness of the message. There are different emotional changes in the process of communication. These emotional changes will affect the expression and reception of information, lead to incomplete information, misinterpretation of information, obstacles to communication and communication, affect the mood of both parties, so as to make individuals feel angry, wronged, uneasy and other emotions, and then repel communication and form communication adaptation obstacles. Communication adaptation disorder will affect the good physical and mental development of individuals. Long-term exclusion of communication and communication will lead to depression, moderate and severe anxiety, and damage the physical and mental health of individuals.

Aerobics is a kind of sport that runs and jumps with music. When doing aerobics, we will keep up with the rhythm of music, carry out various aerobics' actions with the change of music, stretch the body, alleviate the tension and stiffness symptoms of the body, promote individual metabolism, vent the emotions in the heart, forget all the annoyance, anxiety and anxiety, relax the heart and maintain a positive and active state. Aerobics is a group activity. At present, college students have different degrees of communication

and adaptation barriers due to environmental and personal reasons, with different negative emotions in their hearts, and their mental state is poor. According to the effect of aerobics on body and mind, it can be used in the activities of improving students' physique, alleviating negative emotions and promoting students' normal communication. Therefore, according to the situation of college students' communication and adaptation barriers, this paper reforms the teaching of aerobics in colleges and universities, and studies its improvement effect on students with communication and adaptation barriers.

Objective: To understand the current situation of college students' communication adaptation disorder and study it. On this basis, according to the characteristics of students' communication adaptation disorder, carry out targeted teaching reform of college aerobics course. Through the way of teachers' experience and students' follow-up, let students gradually become familiar with the application of aerobics, and under the practice of progressive superposition cycle. Let students gradually feel the positive emotions transmitted in aerobics, immerse students, enjoy them, release their emotions, improve communication and adaptation barriers, and promote the good development of students' intelligence and psychological quality. In the teaching process, we should select and determine the teaching content according to the situation of students, carry out targeted teaching, show the harmonious unity of music and aerobics in teaching performances, competitions and other activities, let students challenge themselves, realize self-affirmation, reduce psychological pressure, further improve communication and adaptation barriers, and improve interpersonal communication ability.

Research objects and methods: The research objects were college students. 300 college students of different majors and grades were randomly selected from 4 colleges and universities. Understand their physical and mental health status, personal information and their views on aerobics, and carry out the reformed aerobics course teaching for these students for 3 months, practice 60 minutes a week, and record relevant data during the period. Through the fuzzy evaluation method, this paper evaluates the impact of college aerobics teaching reform on improving college students' communication and adaptation barriers, and quantifies the influencing factors. The scoring method is grade 1-5. The higher the score, the greater the impact. SAS software is used to process and analyze the data.

Results: Communication adaptation disorder is a common psychological problem of college students. Students with communication adaptation disorder are unwilling to communicate with others, depressed, accompanied by anxiety and anxiety. According to the physical and mental state of students, carry out the teaching reform of aerobics course in colleges and universities. After the reform, students' emotions become positive, anxiety and uneasiness gradually disappear, and communication adaptation barriers have been improved. In the evaluation of the impact of the teaching reform of aerobics course in colleges and universities on improving the communication and adaptation barriers of college students, the progressive superposition cycle exercise has the greatest impact on improving the communication and adaptation barriers of freshmen, which is 1 point higher than the impact score of teaching performance. The results are shown in Table 1.

Table 1. The influence of aerobics teaching reform in colleges and universities on improving college students' communication and adaptation barriers

Grade	Progressive superposition cycle exercise	Teaching performance	Integration inside and outside class
Freshman	5	4	4
Sophomore	4	4	5
Junior	5	5	5

Conclusions: Aerobics is a sport beneficial to students' physical and mental health. After the teaching reform of aerobics course, college students' communication and adaptation barriers have been improved to varying degrees, their mental health level has been improved, and their interpersonal communication ability has been improved to a certain extent.

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MENTAL STRESS RELIEF STRATEGIES OF MUSIC CONDUCTORS

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Background: The music conductor is the soul of the chorus or band. He needs to guide the playing rhythm of the whole chorus or band so that the performance of multiple voices can be integrated. Once the action of the music conductor is wrong, it will lead to major mistakes in the performance of the chorus or band and affect the performance effect of the whole stage. Therefore, the music conductor has a great responsibility, bears greater psychological pressure, and the music conductor is more likely to suffer from stage anxiety. When performing on the stage, each music performer will have varying degrees of anxiety. If the degree of anxiety is moderate and the music conductor can make good use of his anxiety psychology, stage anxiety will become the driving force to promote the music conductor to perform better, so that the music conductor can play better on the spot. However, if the anxiety is too serious, and the music conductor cannot control his anxiety well, it will affect the command effect of the music conductor on the stage, resulting in a great reduction in the performance effect of the band or chorus. Therefore, finding a way to alleviate the stage anxiety of music conductors is of great significance to the long-term development of music conductors.

Personality psychology is a branch of psychology, which mainly studies the unique behavior patterns of individuals, including beliefs, self-concept, personality and so on. Personality psychology holds that each individual has unique characteristics, that is, the specificity of behavior characteristics and personality composition characteristics. This uniqueness leads individuals to choose different coping styles when facing the same problem. Based on the theory of personality psychology, in order to dredge the negative emotions of anxiety patients and achieve the effect of treating anxiety, we first need to change the patient's personality traits such as thoughts, ideas and emotions. Therefore, based on personality psychology, this study analyzes the factors leading to excessive mental pressure of music conductors, and puts forward strategies to solve problems, so as to alleviate the stage anxiety of music conductors and make the band or chorus show better stage effect. The research provides a new solution to the stage anxiety of music conductors, and promotes the development of Chinese bands and chorus to a certain extent.

Objective: The music conductor has a great responsibility, bears greater psychological pressure, and is more likely to suffer from stage anxiety. Based on personality psychology, this study analyzes the factors that lead to excessive mental stress of music conductors, and puts forward strategies to solve problems in order to alleviate the stage anxiety of music conductors.

Research objects and methods: In 10 music colleges and universities, music conductors of 10 bands were selected as the research object Self-rating Anxiety Scale (SAS) and Symptom Checklist-90 (SCL-90) were used to evaluate the mental stress of music conductors.

Research design: Using the random number table method, the music conductors of 10 bands were randomly divided into research group and control group, with 5 people in each group. Before the performance, the music conductor of the research group adopted a strategy based on personality psychology to alleviate the mental pressure. Before performing, the music conductor in the control group took traditional methods to relieve mental stress, such as deep breathing, meditation and so on.

Methods: The relevant data were processed and analyzed by software SPSS23.0.

Results: The mental stress of music directors in the study group was significantly lower than that in the control group ($P < 0.05$). The SAS scores of music directors in the two groups are shown in Table 1.

Table 1. SAS scores of two groups of music conductors

	Group		<i>t</i>	<i>P</i>
	Research group	Control group		
SAS Score	47.6±6.4	67.6±8.7	6.425	0.000

Conclusions: The music conductor is the soul of the chorus or band. Once the action of the music conductor is wrong, it will lead to major mistakes in the performance of the chorus or band and affect the performance effect of the whole stage. Therefore, the music conductor has great psychological pressure and is prone to stage anxiety. Based on personality psychology, this study analyzes the factors leading to excessive mental pressure of music conductors, and puts forward strategies to solve the problems, so as to alleviate the stage anxiety of music conductors and make the band or chorus show better stage effect. The experimental results showed that the mental stress of music conductors in the study group was significantly lower than that in the control group ($P < 0.05$). Therefore, the research provides a new solution to the stage anxiety of music conductors, and promotes the development of Chinese bands and chorus to a certain extent.

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APPLICATION OF COGNITIVE PSYCHOLOGY IN URBAN LANGUAGE PROMOTION

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Background: The promotion of urban languages is an inevitable requirement for the prosperity and development of ethnic minority areas, which is conducive to improving the scientific and cultural quality of local people, casting the awareness of the Chinese national community and enhancing the national identity of all ethnic groups. Therefore, the promotion of urban language is very important. In the process of urban language promotion, due to various reasons, the progress of urban language promotion is not ideal, and some staff have negative emotions, such as anxiety, depression and so on. When these negative emotions are overstocked for a long time and cannot be released or alleviated, it will lead to cognitive impairment. Patients with cognitive impairment are often accompanied by learning impairment, memory impairment, aphasia and so on, which seriously affects the daily life of patients, reduces the quality of life of patients, and also affects the progress of the promotion of urban languages. Therefore, finding an appropriate method to alleviate the negative emotions of staff and then alleviate the degree of cognitive impairment is of positive significance to the personal development of staff and the progress of urban language promotion.

Cognitive psychology is a branch of psychology that began to rise in 1950. It mainly studies human advanced psychological processes, such as attention, perception, thinking and language. The orientation of cognitive psychology focuses on the mode of thinking and reasoning by using cognition, which is mainly to explain the law of individual psychological changes in the process of cognition. In the theory of cognitive psychology, individual learning process is actually a process of gradual construction and improvement of knowledge, not only the absorption and digestion of knowledge, but also the process of using their own knowledge to build new knowledge. After the environment stimulates the individual to produce information, the individual obtains the ability through the internal cognitive processing of this information, so that the learning and the learning situation are always consistent. Therefore, cognitive psychology believes that the individual cognitive process is essentially the process of individual brain processing symbolic information. The main human activities include three aspects: cognitive activities, emotional activities and will behavior, which can be explained and expounded by the theory of cognitive psychology. Therefore, based on cognitive psychology, the research analyzes the problems existing in urban language promotion, and puts forward strategies to promote the progress of urban language promotion and alleviate the degree of cognitive impairment of staff.

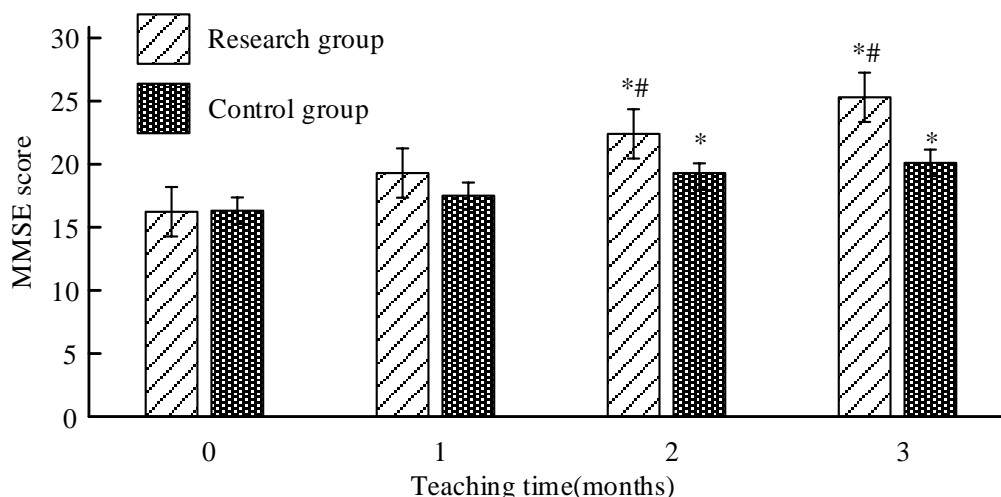
Objective: In the process of urban language promotion, due to various reasons, the progress of urban language promotion is not ideal, and some staff have negative emotions and cognitive impairment. The research proposes strategies based on cognitive psychology to promote the progress of urban language promotion and alleviate the cognitive impairment of staff.

Research objects and methods: 80 staff members engaged in urban language promotion in a city with cognitive impairment were selected as the research objects. The concise Mini-Mental State Examination (MMSE) was used to evaluate the degree of cognitive impairment. Self-rating Anxiety Scale (SAS) and Symptom Checklist-90 (SCL-90) were used to evaluate the mental health status of staff.

Study design: Using random number table method, 80 staff were randomly divided into study group and control group, with 40 people in each group. Among them, the research group adopted the strategy based on cognitive psychology to promote urban language. The control group used the traditional strategy to promote urban language. After a period of time, the degree of cognitive impairment and anxiety of the two groups were compared.

Methods: The relevant data were processed and analyzed by software SPSS17.0.

Results: Before work, there was no significant difference in SAS score, SCL-90 score and SCL-90 score between the two groups ($P > 0.05$). After working for a period of time, the SAS score and SCL-90 score of the staff in the study group were significantly lower than those in the control group ($P < 0.05$). The MMSE score was significantly higher than that of the control group ($P < 0.05$). The change of MMSE scores of the two groups of workers before and after work is shown in Figure 1.



Note: * $P < 0.05$ compared with that before teaching; # It indicates that compared with the control group, $P < 0.05$.

Figure 1. Changes of MMSE scores of the two groups of workers before and after work

Conclusions: In the process of urban language promotion, due to various reasons, the progress of urban language promotion is not ideal, and some staff have negative emotions, such as anxiety and depression, resulting in cognitive impairment. Based on cognitive psychology, this paper analyzes the problems existing in urban language promotion, and puts forward strategies. The results showed that there was no significant difference in SAS score, SCL-90 score and SCL-90 score between the two groups before work ($P > 0.05$). After working for a period of time, the SAS score and SCL-90 score of the staff in the study group were significantly lower than those in the control group ($P < 0.05$). The MMSE score was significantly higher than that of the control group ($P < 0.05$). Therefore, the application of cognitive psychology in urban language promotion can promote the progress of urban language promotion and alleviate the cognitive impairment of staff.

Acknowledgement: The research is supported by: General Project Funding by Zhejiang Provincial Department of Education in 2021 under Grant (No. 2021JYTYB10).

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THE INFLUENCE OF TRADITIONAL PHYSICAL EXERCISE ON COLLEGE STUDENTS' MENTAL HEALTH

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Background: When others, society and other external factors produce adverse stress stimulation to individuals, individuals may have more serious psychological pressure. When individuals cannot adapt well to the stress state, there will be the problem of psychological imbalance, resulting in a series of negative emotional performance. Individuals need to vent their negative emotions reasonably and guide them in time, otherwise they are prone to psychological disorders and other psychological diseases, which will affect the level and quality of individual mental health. Nowadays, the world is in an era of high civilization and scientific and technological development. The competition for talents is fierce. College students are facing the social competition of the survival of the fittest. The pressure from family, environment and other aspects leads to the increasingly prominent mental health problems of college students. Under the stimulation of social development, contemporary college students also bear the multiple effects of negative factors in the campus environment and family environmental pressure. They are very prone to mental health problems. The mental health level of college students is not optimistic. On the other hand, the development of college students' psychological quality is not yet mature, and the level of their psychological quality such as psychological pressure resistance is not high. In the face of difficulties and setbacks, some college students may shrink back from difficulties and fall into negative emotions such as

psychological anxiety and panic, which will affect the daily life and study of college students.

The core of traditional physical exercise is the thought of traditional physical health preservation, which is an important development direction of national traditional sports specialty. Traditional physical exercise integrates the thoughts of Confucianism, Taoism and other schools, takes the life view of the unity of heaven and man in Chinese traditional culture as the development basis, and takes the law of human life movement as the starting point to explore the relationship between human life and sports nature. Traditional physical exercise combines various life thoughts such as the theory of correspondence between heaven and man in traditional culture, and creates a set of health preservation exercise mode combining movement and static in sports methods. It emphasizes that through appropriate and moderate human exercise, human life activities are in an orderly state, so as to promote physical and mental health and internal and external harmony. Traditional physical exercise integrates the idea of health preservation on the basis of physical fitness exercise, promotes the dual development of human physical and psychological quality, and integrates traditional physical exercise into college education, which is of great significance and value to improve the mental health level of college students.

Objective: Through the analysis of the mental health level and physical exercise status of college students in China, to understand the mental health level of college students, to master the physical exercise needs and problems of college students, to deeply explore the relationship between physical exercise and mental health quality of college students, and to explore new development ideas for improving the mental health level of college students. This paper makes a comprehensive analysis of China's traditional physical exercise, analyzes the impact of China's traditional physical exercise on improving the mental health level of college students, and hopes to put forward a new exercise and promotion scheme for college students' mental health through traditional physical exercise.

Research design: Using Pearson correlation coefficient to analyze the correlation between college students' mental health level and physical exercise, explore the potential relationship between college students' mental health problems and traditional physical exercise, understand the role of traditional physical exercise in greatly improving the quality of college students' mental health through correlation analysis, and put forward new ideas for improving college students' mental health level. This study uses correlation analysis to explore the relationship between traditional physical exercise and college students' interpersonal sensitivity, psychological pressure resistance and psychological anxiety, and deeply excavate the impact of traditional physical exercise on college students' mental health.

Results: The statistical analysis results of the mental health level of college students are shown in Table 1. The mental health level of college students is generally low.

Table 1. Statistical analysis of mental health level of college students

Survey object	Freshman	Sophomore	Junior	Senior
Fear	2	2	3	2
Anxious	3	4	3	4
Depressed	4	3	3	4

Conclusions: Traditional physical exercise takes the holistic view of life of Chinese traditional culture as the core idea, promotes the all-round development of human body and mind through physical health preservation, and achieves the effect of improving individual mental health level in traditional physical exercise. Traditional physical exercise is mostly aerobic exercise with medium and low intensity, which can effectively promote the improvement of college students' functional level and strengthen the development of college students' physiological quality. Traditional physical exercise can also enhance the self-confidence and self-confidence of college students in organized and regular exercise activities, eliminate the interpersonal sensitivity of college students through interactive physical exercise, help college students eliminate bad emotions such as psychological anxiety, and promote college students to have positive and optimistic emotions.

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THE IMPACT OF URBAN LANDSCAPE DESIGN ON CITIZENS' MENTAL HEALTH

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Background: In psychology, anxiety, tension, anger, depression, sadness, pain and other emotions are collectively referred to as negative emotions. People’s experience of such emotions is not positive, and they will feel uncomfortable in the body, even affect the smooth progress of work and life, and may cause physical and mental injury. At present, some citizens in China have different degrees of mental diseases. Mental diseases have seriously threatened the lives of citizens, and patients with mental diseases may have suicidal tendencies. Depression and anxiety disorders are common mental disorders. The disease has a very high incidence rate and disability rate, which will bring a great burden to patients and their families. According to statistics, more than 40 million people in China suffer from depression. There are many studies on the mental health of urban residents in China, but there are few studies on the impact of urban landscape design on citizens’ mental health. With the continuous development of society, people begin to pay more and more attention to the impact of the living environment on health and happiness. Healing gardens in urban landscape design evolved from green space, which tends to use green plants to cure people’s mental health problems. Some scholars define a healing garden as a garden with various characteristics, which can help people recover from stress and have a positive impact on people’s mental health. Gardens with this condition need a lot of green plants, water and other natural environments. At the same time, the healing garden can also be a decorative space where people can walk, sit, explore, and participate in positive or negative activities. Some scholars pointed out that the healing garden is a garden that conveys calm, safety, strength, beauty, or sensory stimulation, and transmits the information of life, wishes and periodic changes to residents. In this environment, when people’s feelings are awakened, they can calm their minds, reduce stress, and mobilize their own internal treatment resources to restore mental health. Therefore, the process of reaching a cure.

Objective: On the basis of investigating the working and living pressure level of urban residents, starting from the consensus that “urban landscape design can improve mental health”, urban landscape is regarded as a method and means to alleviate the pressure. This paper discusses how to alleviate the psychological pressure of urban residents and improve the mental health level of citizens through urban landscape design, so as to provide an effective way to solve the mental health problems of urban residents in China, and provide a basis for treating and solving the mental health problems of urban residents.

Research objects and methods: Urban landscape design, as a direct means for citizens to promote mental health, is an effective way to prevent, slow down and treat mental diseases. In this study, 400 citizens with mental health problems in a city were randomly selected by stratified cluster random sampling method to analyze the impact of urban landscape design on citizens’ mental health.

Research design: This study used Symptom Checklist-90 (SCL-90) and Eysenck Personality Questionnaire (EPQ) to evaluate the mental health of 400 citizens in a city, and analyzed the correlation between SCL-90 and EPQ, in order to understand the impact of urban landscape design on citizens’ mental health.

Methods: The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

Results: The factor scores and total average scores of SCL-90 were significantly correlated with the scores of EPQ subscales ($P < 0.01$). There was a significant positive correlation between the scores of EPN and Q subscales ($P < 0.01$).

Table 1. Correlation coefficient between EPQ and SCL-90 score of all subjects

Project	P	E	N	L
Somatization	0.530 [#]	-1.384 [#]	0.279 [#]	-0.168 [#]
Force	0.246 [#]	-0.244 [#]	0.613 [#]	-0.271 [#]
Interpersonal sensitivity	0.651 [#]	-0.313 [#]	0.268 [#]	-0.188 [#]
Depressed	0.696 [#]	-0.362 [#]	0.256 [#]	-0.169 [#]
Anxious	0.661 [#]	-0.262 [#]	0.248 [#]	-0.146 [#]
Hostile	0.585 [#]	-0.122 [#]	0.388 [#]	-0.293 [#]
Terror	0.534 [#]	-0.219 [#]	0.189 [#]	-0.152 [#]
Paranoid	0.579 [#]	-0.156 [#]	0.369 [#]	-0.329 [#]
Psychotic	0.617 [#]	-0.273 [#]	0.241 [#]	-2.016 [#]
Other	0.593 [#]	-0.251 [#]	0.223 [#]	-0.127 [#]
Total average	0.728 [#]	-0.294 [#]	0.317 [#]	-0.236 [#]

Note: [#] $P < 0.01$.

Conclusions: Stimulating people’s senses through the natural environment will provide a theoretical basis for evidence-based design for landscape designers. Different people have different psychological pressure and psychological problems, and their use needs are also different. The healing garden must be

tailored to the needs of different groups or patients. Can effectively improve people's mental health problems. Healing the garden is good for people's mental health. However, if people choose not to experience it, or usually do not visit it, it is difficult to cure people's mental health problems. Therefore, only when the healing garden can meet the user needs of different groups at the same time and have more effective landscape design elements to make people feel better can it be more popular.

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IMPACT OF BLIND BOX ECONOMY AND CONSUMER REPURCHASE ANXIETY – FROM THE PERSPECTIVE OF CUSTOMER EXPERIENCE

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Background: In the process of shopping and consumption, consumers may be disturbed by many factors and produce psychological anxiety problems. With the development and progress of economy, the degree of diversification of market goods is increasing, but the speed of improving the quality of goods is not high. When the supply level of the consumer market is difficult to meet the consumer demand, consumers may choose the high-quality goods they want, and consumers may have quality anxiety. In the process of consumption, consumers may also have a variety of anxiety emotions such as price anxiety and channel anxiety. They are worried that the value of goods is falsely high and the value competitiveness is low. Consumers will also have anxiety in the choice of purchase channels and worry about the quality of goods in the purchase channels. After consumers have had a purchase experience in the same business or under the same brand, when consumers have high satisfaction and recognition of products, they may have repurchased intention and behavior.

With the continuous development and progress of economy and society, the psychological and emotional characteristics of consumers are also changing. Under the new economic form, consumers' consumption anxiety also presents diversified characteristics. In recent years, the blind box has appeared in the public's vision. Under the dual role of China's rapid economic growth and the support of national policies for the cultural industry, the blind box economy has begun to take shape and form a certain industrial scale. The development of blind box economy caters to the psychological characteristics of modern young people in pursuit of stimulation. With its high degree of uncertainty and playability, it has won the support and love of contemporary young people, and gradually formed a blind box fever. However, due to the certain uncertainty of the blind box, consumers can not clearly know the product content in the blind box when purchasing the blind box. In the same series of products, consumers will have preference for some products. Therefore, when consumers find that they have not obtained the products they want after purchasing the blind box for the first time, they may repurchase. The blind box purchase does not guarantee that consumers can harvest the products they want in the next purchase. Therefore, consumers may have repurchased consumption anxiety in the blind box purchase and worry that they will never get the products they want after many purchases. On the other hand, the invisibility of the blind box also makes it impossible for consumers to directly observe the appearance quality of the blind box products. At present, the blind box economy is in the early stage of development, the quality control management effect of the blind box market is poor, and the quality of the blind box products is difficult to be guaranteed. Therefore, consumers may also have repurchased anxiety about the quality of goods when they repurchase the blind box.

Objective: To study and analyze the development process of the blind box economy, comprehensively analyze the development characteristics and trend of the studied blind box economy, and analyze the consumers' repurchase consumption anxiety under the blind box economy, understand the consumers' psychological characteristics and change rules in the process of blind box purchase, and explore the characteristics of psychological activities behind consumers' repurchase behavior in blind box consumption. It provides a reference for alleviating the anxiety of repurchase consumption. From the perspective of customer experience, this study analyzes the psychological anxiety of consumers repurchase behavior in the process of blind box purchase, and explores the impact of blind box economy on consumers repurchase anxiety, hoping to provide help to alleviate consumers repurchase anxiety.

Research design: The study uses the method of correlation analysis to understand the impact of the blind box economy on consumers' repurchase consumption anxiety, uses the Spearman correlation coefficient to evaluate the psychological characteristics of consumers' repurchase consumption anxiety

under the blind box economy, and explores the impact of the blind box economy on consumers' repurchase consumption anxiety from the perspectives of quality anxiety, preference anxiety and counterfeiting anxiety. Through the calculation of the correlation coefficient between the blind box economy and consumers repurchase consumption anxiety in different aspects, this paper obtains the influence of the special form of blind box purchase on consumers repurchase consumption anxiety under the new situation of blind box economy. Combined with the analysis of blind box economy and the particularity of blind box products, this study understands the psychological basis of consumers in the process of blind box consumption, analyzes the consumer psychological characteristics of consumers when they have the intention and behavior of blind box repeat purchase, and puts forward solutions and strategies to alleviate the consumer anxiety of blind box repeat purchase.

Results: The analysis results of consumer's repurchase consumption anxiety under the blind box economy are shown in Table 1.

Table 1. Analysis results of consumers repurchase consumption anxiety under blind box economy

Consumption anxiety	Consumer
Quality anxiety	3.45
Preference anxiety	3.83
Counterfeiting anxiety	3.11

Conclusions: In the process of blind box purchase, consumers may have repurchased consumption anxiety such as quality anxiety, preference anxiety and counterfeiting anxiety. Consumers are worried about buying defective products with low quality due to poor quality control in the blind box market. Some consumers are worried that they can't buy the blind box products they want, and they still can't get their favorite products after repeated purchases. On the other hand, consumers may also buy non-genuine blind box products due to the mixture of good and bad people in the blind box market.

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ANALYSIS OF THE IMPACT OF IDEOLOGICAL AND POLITICAL EDUCATION INTEGRATED INTO THE NORTHEAST ANTI JAPANESE FEDERATION CULTURE ON COLLEGE STUDENTS' COMMUNICATION AND ADAPTATION BARRIERS

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Background: Communication adaptation is the understanding and grasp of the relationship between individuals. In psychology, communication adaptation can effectively help individuals establish a good relationship network in communication and help people make correct decisions. Communication adaptation barrier is a kind of communication barrier in social communication. In the theoretical system of psychological research, communication is the psychological and psychological distance between people, which is composed of cognition, emotion and behavior. In social communication, people with communication barriers mainly lack harmonious interpersonal relationships and scientific and reasonable cognitive ability. Better communication adaptability can help college students reduce their anxiety level under academic and environmental pressure, and enhance their self-confidence in life so that college students can adapt to the new unfamiliar environment faster. Many empirical studies have confirmed that the emergence of communication adaptation barriers will bring serious negative emotions to college students, and communication adaptation barriers will lead to serious psychological barriers in college students' life and learning. On the other hand, college students with communication adaptation disorder may reduce their contact times with foreign exchanges due to the existence of communication adaptation psychological disorder in their daily study and life, which will lead to college students' cowardice and withdrawal in interpersonal communication, which will worsen the effect of college students' communication and then lead to more serious communication adaptation psychological disorder.

Since the reform and opening up, the reform of ideological and political education in colleges and

universities has been continuously promoted. After continuous adjustment and standardization, the ideological and political education system in colleges and universities has been continuously developed. It has been adjusted in time with the needs of the development of the times. Although the mode of ideological and political education in colleges and universities continues to improve, colleges and universities always put the correct guidance of ideological and political education to students' consciousness in an important position, adhere to the principle of moral education first, and correctly guide students' moral personality and ideological consciousness through ideological and political education. Ideological and political education guides and cultivates students' ideological concepts and value orientation, guides students' psychological trend through ideological and political education, promotes students to establish a good outlook on life, values and world outlook, and helps students realize healthy learning and growth. The Northeast Anti-Japanese Federation culture refers to the red cultural resources left by the northeast people and the Northeast Anti-Japanese Federation soldiers after the September 18th Incident under the leadership of the Communist Party of China, including the red Anti-Japanese Federation spirit, anti-Japanese Federation songs, base site relics and other material and non-material resources. Integrating the Northeast Anti-Japanese Federation culture into the ideological and political education in colleges and universities can effectively deepen the cognitive depth of college students on red culture and history, use the spirit of the Northeast Anti-Japanese Federation to improve the psychological quality of college students, stimulate the inner emotional resonance among college students, and alleviate the communication and adaptation obstacles of college students.

Objective: To study and analyze the mental health status of college students, understand the degree and level of communication adaptation psychological obstacles of college students, obtain the psychological related information of communication adaptation obstacles of college students, and deeply analyze the causes of communication adaptation psychological obstacles of college students, so as to provide a reference for alleviating communication adaptation obstacles of college students. This study analyzes the impact of ideological and political education in colleges and universities integrating the Northeast Anti-Japanese Alliance culture on college students' communication and adaptation barriers, and hopes to put forward new solutions to alleviate college students' communication and adaptation barriers.

Research design: Through the evaluation method of artificial neural network, this paper analyzes the impact of the integration of ideological and political education with the Northeast Anti-Japanese Alliance culture on alleviating the communication and adaptation barriers of college students, constructs the college ideological and political education model combined with BP neural network, and uses the deep learning ability of BP neural network to solve the intervention effects of students' communication and adaptation barriers under different ideological and political teaching modes, explore the impact of ideological and political education in colleges and universities integrating the Northeast Anti-Japanese Federation culture on college students' communication adaptation barriers, and study the data of college students' communication adaptation barriers as the input vector of the model to obtain the changes of students' psychological emotions and communication adaptation barriers in different teaching modes. Based on the evaluation results of the neural network, this study discusses the development and reform direction and strategies of ideological and political education in colleges and universities, so as to provide help for alleviating the communication and adaptation obstacles of college students.

Results: The statistical analysis results of communication adaptation barriers of college students are shown in Table 1.

Table 1. Statistical analysis results of communication adaptation barriers of college students

Survey object	Freshman	Sophomore	Junior	Senior
Psychological barrier of information transmission	4	3	3	3
Loss of information	3	3	2	2
Information overload	4	3	2	2
Psychological acceptance and psychological disorder	4	3	3	2

Conclusions: The values of college students are not mature and are in the establishment stage of life values. Colleges and universities are required to guide the development of students' mental health, help students standardize their moral behavior, cultivate students' personality quality, and achieve real moral education. Integrating the Northeast Anti-Japanese Alliance culture into the ideological and political education of college students can promote the correct establishment of college students' outlook on life, world outlook and values, and lead the ideological concept of college students to develop in a correct and positive direction.

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THE INFLUENCE OF THE ADAPTATION OF THE INHERITANCE PATH OF ANCIENT CHINESE LITERATURE ON WRITERS' PSYCHOLOGICAL ANXIETY – TAKING THE LITERATURE OF WEI AND JIN DYNASTIES AS AN EXAMPLE

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Background: Anxiety is a kind of abnormal psychological bad mood, which is mainly due to the irritability formed by excessive worry about the future, fate and life safety, including anxiety, panic, tension, anxiety and other psychological manifestations. Medical psychologists believe that anxiety usually refers to that people's adverse feelings such as risk, pressure and pain exceed their acceptable range, and it is difficult for people to face and solve these problems. Generally speaking, anxiety itself is a very reasonable emotional response. However, long-term anxiety will lead to physiological and emotional diseases. According to different types, anxiety can be divided into pathological anxiety and realistic anxiety. Pathological anxiety is one of the most common types of anxiety. Its clinical manifestations are panic anxiety, generalized anxiety disorder and so on. At present, the main causes of anxiety are increasing pressure, perfection requirements, health concerns, smart phones and so on. At present, the most common intervention measures are personalized psychological intervention, lectures on professional knowledge of mental health and so on. Although these interventions can alleviate psychological anxiety, their application scope is greatly limited, and their implementation is difficult, poor effect and low real-time performance. Therefore, their promotion value is not particularly great.

The latest research of authoritative medical journals points out that the alternative model of the inheritance path of ancient Chinese literature can improve psychological anxiety, which has been confirmed by a large number of scholars. Wei Jin culture plays a very important role in Chinese traditional culture. It can be said that it is a renaissance in the history of Chinese culture. During this period, there were a large number of influential scholars. The culture of Wei and Jin dynasties can promote the integration of nationalities, affect the division of classes, affect the development of China's economy and influence ideology. The adaptation of the inheritance path of ancient Chinese literature mainly includes two aspects: practice and scientific research. Scientific research can make the research of Chinese excellent traditional culture show novelty, including deeply excavating the implied value of literary works in the Wei and Jin dynasties and transforming the scientific research achievements of ancient literature into the necessities of cultural life. Practice can make Chinese traditional culture show its dissemination, including giving full play to the advantages of discipline platform and actively expanding cultural activities. The alternative mode of the inheritance path of ancient Chinese literature can have a positive therapeutic effect on people with psychological anxiety in many fields such as literature, education and architecture, which has been widely concerned by many experts and scholars. However, whether this alternative has a positive intervention effect on the psychological anxiety of literary scholars has not been effectively confirmed.

Objective: This paper analyzes the positive significance of the adaptation of the inheritance path of Chinese ancient literature represented by the Wei and Jin dynasties to alleviate the anxiety of writers, and then fundamentally change the innovation of the inheritance path of Chinese ancient literature, so as to make a great contribution to the inheritance of Chinese traditional literature.

Research objects and methods: According to Hamilton scale, 100 patients with different levels of anxiety were selected as the study subjects, the Density-Based Spatial Clustering of Applications with Noise (GDBSCAN) was used to analyze the anxiety of patients for grade evaluation. The experimental period lasted for 3 months. The scale is divided into mental and physical factors, with a total of 14 items. Each item is measured by a 5-level score, and the total score is 60 points. The higher the score of the scale, the more serious the anxiety of patients. The anxiety level is divided into four levels: no anxiety, possible anxiety, obvious anxiety and serious anxiety.

Methods: Through the latest version of Minitab20 data statistical analysis software, this paper analyzes the impact of the adaptation of the inheritance path of ancient Chinese literature on the writer's psychological anxiety.

Results: Table 1 refers to the improvement rate of writers' psychological anxiety during the whole experimental period. It can be seen from Table 1 that writers' psychological anxiety has been significantly improved after the intervention of the alternative model of the inheritance path of ancient Chinese

literature, and the improvement rate has increased significantly with the continuation of the experimental time, mainly because this model can alleviate writers' psychological anxiety to a certain extent.

Table 1. The improvement rate of writers' psychological anxiety during the whole experiment period

Mental health indicators	Before	After 1 month	After 2 months
Spirituality	72.0	81.0	86.0
Somatization	72.0	82.0	87.0

Conclusions: The research institute proposed that the alternative model of the inheritance path of ancient Chinese literature represented by the Wei and Jin dynasties can improve the psychological anxiety of writers. This model can be popularized in the intervention of writers' anxiety. Later, this model can also be applied to other anxiety patients to increase the scope of application.

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THE APPLICATION OF MENTAL HEALTH EDUCATION IN IDEOLOGICAL AND POLITICAL COURSES IN COLLEGES AND UNIVERSITIES

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Background: Curriculum ideological and political education is an innovative educational model in recent years. It is an important attempt to improve the ideas and teaching methods of college students' Ideological and political education. As an important part of Ideological and political education, mental health education has important value in college curriculum ideological and political reform. Guided by the thought of socialism with Chinese characteristics, the ideological and political concept of the curriculum combines the traditional ideological and political education resources with the modern education mode, organically integrates various resources inside and outside the school, centralizes and integrates the explicit resources and invisible resources, and realizes the organic unity of subject knowledge learning and value guidance. The concept of curriculum ideological and political education combines ideological and political education courses with various courses to form the synergy of comprehensive education. Taking "Building Morality and Cultivating People" as the educational goal, it highlights the joint educational role of the combination of moral education and professional teaching in higher education, integrates the guidance of psychological value in the teaching process of professional knowledge, and emphasizes the role of knowledge in the cultivation of moral education. The concept of curriculum ideological and political education develops the whole curriculum into the main position of ideological and political education through a new curriculum model integrating professional courses and ideological and political education courses.

With the advancement of social process and the acceleration of social development, the social competition situation is becoming increasingly severe. The fierce social competition makes college students face the pressure from family, society, environment and other aspects. The number of college students with mental health problems is increasing year by year. College students are a high incidence group of psychological problems and trauma. In recent years, the frequency of college students' dropping out and suicide has increased year by year. Modern college students are facing heavy pressure from society, family and other aspects. Intervention and adjustment of college students' mental health problems has become a key issue concerned by the government and colleges and universities. In daily life and study, college students are faced with the pressure of academic performance, interpersonal communication, social practice, employment competition and so on. Some college students have anxiety and fear when facing difficult difficulties or obstacles, which leads to college students falling into a state of psychological anxiety or depression, which seriously affects the normal life of college students and reduces the quality of life of college students. College students are the main force of future national construction and the future hope of national development. Their physical and mental health is directly related to the future development process and speed of the whole society. It is necessary to further strengthen the attention to the mental health of college students, guide students to release psychological pressure and actively adjust their psychological state through various intervention means.

Objective: To analyze the importance and current situation of college students' mental health education

in higher education, explore the value and position of college students' mental health education in college curriculum ideological and political teaching reform, and provide help for further analyzing the application of college students' mental health education in curriculum ideological and political reform. This study makes an in-depth study on the application of college students' mental health education in college curriculum reform, explores the integration development direction and path of mental health education and college curriculum ideological and political education, and promotes the coordinated development of college curriculum ideological and political education and college students' mental health education, hoping to provide reference for improving the mental health level of contemporary college students.

Research design: This study makes a statistical analysis on the mental health level of college students at the present stage, understands the development status of college students' mental health education, and grasps the situation of college curriculum ideological and political reform in combination with the relevant college teaching reform review report, so as to provide reference for further analysis of the application of mental health education in college curriculum ideological and political education. The research uses the method of correlation analysis to explore the relationship between college students' mental health education and college curriculum ideological and political reform, analyzes the internal relationship between college students' mental health education and college curriculum ideological and political reform by constructing a grey correlation model, and calculates the correlation coefficient to explore the direction and path of the coordinated development of college students' mental health education and college curriculum ideological and political reform, so as to provide help for promoting the development of college students' physical and mental health.

Results: The psychological development of college students under the organic integration of mental health education and curriculum thought and politics is shown in Table 1.

Table 1. Psychological development of college students under the organic integration of mental health education and curriculum thought and politics

Grade	Freshman	Sophomore	Junior	Senior	Average
Confidence	5	5	3	4	4.25
Sense of responsibility	3	4	4	4	3.75
Creativity	5	4	4	3	4
Character	4	4	3	4	3.75
Stable personality	5	3	3	3	3.5
Average	4.4	4	3.4	3.6	-

Conclusions: The concept of curriculum ideological and political education is an important attempt to build a socialist university with Chinese characteristics in the new era. The ideological and political education is integrated into the professional education of various disciplines, and through the synergistic effect of professional courses and mental health education, it can help college students cultivate correct values of life and learning. Organically integrate the development of mental health education curriculum with the ideological and political reform of curriculum, promote the transformation of college education mode in the new era, build the ideological and political pattern of colleges and universities based on core values, and take the socialist core values as the basic standard for contemporary college students to judge good and evil and the basic code of conduct of social practice. The coordinated development of college students' mental health education and curriculum ideological and political reform can effectively enhance college students' ideological consciousness, lead college students to build an ideological defense line and promote the healthy development of college students' mental quality.

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RESEARCH ON THE APPLICATION OF SOCIAL PSYCHOLOGY IN BUSINESS ADMINISTRATION TEACHING

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Background: Social psychology is an interdisciplinary subject based on sociology and psychology, which studies the psychology, emotion and behavior of individuals and organizations in the social environment,

and summarizes the laws used to solve relevant social problems. Compared with traditional psychology, it pays attention to the impact of language, friends, family, living environment and learning environment on itself in the process of individual socialization. It also pays attention to the communication mode, group behavior norms, group thinking and habits of group organizations at the social level. In addition, because the research object of social psychology involves human organizations, it is necessary to strictly abide by the principle of value neutrality, systematic principle and ethical principle in the process of case study, so as to prevent the introduction of irrelevant variables affecting the results in case study. In order to meet the needs of the development of China's socialist market economy, most comprehensive universities and business universities have set up the major of business administration. The purpose is to cultivate students' economic and management awareness, improve their knowledge structure and ability structure, and meet the needs of the development of modern enterprises. However, in recent years, with the outbreak of the epidemic and the intensification of the conflict between China and the United States, enterprises have higher and higher requirements for the ability of business administration personnel, which has also brought great learning and employment pressure to business administration students. Many students have Employment anxiety under this pressure, which has a serious impact on students' life and study.

Objective: To understand the recruitment requirements of business administration related posts in the job market and the actual demand for talents, as well as the teaching mode, teaching environment, teaching methods, teaching tools, training project content of business administration in colleges and universities, so as to find the weakness in the current business administration course education in colleges and universities. Design and carry out teaching experiments to verify whether the theoretical methods of social psychology can help to improve the employment anxiety of business administration students.

Objects and methods: Study the literature and books on business administration, social psychology and employment anxiety at home and abroad in recent three years, and analyze the main causes of employment anxiety among business administration students in China. Then a teaching experiment was designed and carried out. 300 junior students majoring in business administration who were willing to participate in the experiment were selected from a well-known business university in China. They were investigated by SAS (Self-rating Anxiety Scale). 135 students with test scores greater than 49 were selected as the research objects. These students will be taught the core courses of business administration major for one semester, and teachers are required to use the theoretical methods of social psychology in the teaching process to analyze the core skills required for the employment of this major, analyze the employment skills of professional counterparts, and give timely encouragement and help when students are in employment anxiety. After the end of the teaching task of one semester, SAS survey was conducted on the students again. All measurement type features in the study are displayed in the form of mean \pm standard deviation for *t*-test, and counting type features are displayed in the form of number or proportion of number for Chi-square test. The significance level of difference is taken as 0.05.

Results: The effective data were entered into the computer and statistically analyzed by python programming language, and Table 1 was obtained.

Table 1. Analysis of SAS survey results of business administration students

Data item	Before teaching	After teaching	<i>t</i>	<i>P</i>
Scoring data	63.2 \pm 5.1	51.8 \pm 3.2	0.441	0.006
Overall employment anxiety level	Medium degree	Slight degree	-	-

Note that in this study, students with SAS scores of less than 50, 50-59, 60-69 and more than 70 are classified as no anxiety, mild anxiety, moderate anxiety and severe anxiety. It can be seen from Table 1 that the *t*-test *P* value of the SAS score data of the research objects before and after teaching is less than the significance level, and it is considered that the data difference is significant. Specifically, the average value of the overall score data of students after teaching is 51.8, compared with 63.2 before education, and the former is 18.04% lower than the latter. Before and after teaching, the overall employment level of students decreased from moderate anxiety to mild anxiety.

Conclusions: This study uses the theory and method of social psychology to design a teaching experiment. The selected business administration students with employment anxiety participate in the teaching experiment. The experimental results show that the *t*-test *P* value of the SAS score data of the research objects before and after teaching is less than the significance level, and it is considered that the data difference is significant. Specifically, the average value of the overall score data of students after teaching is 51.8, compared with 63.2 before education, and the former is 18.04% lower than the latter. Before and after teaching, the overall employment level of students decreased from moderate anxiety to mild anxiety. The experimental results show that the application of social psychology to the curriculum teaching of business administration specialty, and the teachers analyze and answer the causes of students' employment

anxiety, will help to reduce the level of employment anxiety of students of this specialty.

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THE EFFECTIVE EFFECT OF IDEOLOGICAL AND POLITICAL EDUCATION REFORM IN COLLEGES AND UNIVERSITIES ON RELIEVING COLLEGE STUDENTS' EMPLOYMENT ANXIETY

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Background: College students' employment anxiety is an emotional state of anxiety, tension and anxiety under the influence of external employment pressure. With the rapid development of China's commercial economy, China's overall market environment is no longer the blue ocean market just after the reform and opening up. Except for the lifeline industries of the national economy monopolized by a few countries and emerging high-tech industries, the talent competition in most industries is very fierce. Under this background, some college students in China will inevitably have employment anxiety. Appropriate anxiety will help stimulate students' active learning, but excessive employment anxiety will in turn reduce students' learning efficiency and employment enthusiasm, which will have a negative impact on the talent training function of China's higher education system. At present, a large number of colleges and universities in China have noticed the problem of students' employment anxiety and taken various measures to try to solve it. However, most of the methods are to set up elective courses or introduce online mental health courses. Students obviously don't pay enough attention to these courses and can't maximize the effectiveness of the courses. Therefore, this study attempts to analyze the measures to deal with students' employment anxiety and directly integrate them into the compulsory ideological and political education courses for college students.

Objective: To verify the effect of this form of college ideological and political education reform on alleviating students' employment anxiety by carrying out the ideological and political education teaching experiment integrating employment anxiety guidance, and to provide some new ideas and methods to deal with the employment anxiety of college students in China.

Objects and methods: First collect industry on anxiety of university students' employment, college ideological instruction education reform, academic information associated with anxiety, carefully read the data, analysis summed up the deficiencies in China's current employment guidance of anxiety and employment anxiety auxiliary content can be incorporated into college ideological instruction feasibility of education course, and then on this basis to design a political education teaching experiment. Choose a in teaching between domestic scale, teachers, government support has enough representative colleges and universities, and then choose to participate in 300 experiment and with different degree employment anxiety of college students majoring in philosophy as the research object, the students are divided into experimental group and control group on average, compared to two groups of students to the basic information of the first. If the statistical results show significant differences in basic information, it is necessary to adjust the groups of students until the two groups have no significant differences in basic information. The two groups were taught the same ideological and political courses, but in the experimental group, teachers were required to teach some psychological preparation and emotional control skills for employment and interview, and encourage students to speak out their inner thoughts and provide targeted solutions when they showed symptoms of employment anxiety. The educational experiment lasted for one semester. HAMA (Hamilton Anxiety Scale) survey was conducted on the two groups of students before and after the experiment. And that HAMA scores in the "less than 7 points", "7-14 points", "15-21 points", "22-28 points", "greater than 28 points" range of student's employment anxiety grade is "no anxiety", "mild anxiety", "moderate anxiety", "significant anxiety", "severe anxiety". In addition, the characteristics of measurement types in the experiment were presented by means \pm standard deviation, and the *t*-test was carried out. The significance level was set at 0.05.

Results: After the teaching experiment, the experimental data were counted by Excel software, and the results are shown in Table 1.

It can be seen from Table 1 that the *P* value of *t*-difference significance test of HAMA score data of the two groups of students before the experiment is 0.924, which is far greater than the significance level of 0.05, and the data difference is not significant. However, after the experiment, the average HAMA scores of students in the experimental group and the control group were 8.3 and 16.2 respectively. The former was

48.77% lower than the latter, and the data difference was significant.

Table 1. Statistics of HAMA scores of students before and after teaching

Statistical time	Experience group	Control group	<i>t</i>	<i>P</i>
Before teaching	19.5±2.4	19.5±3.1	1.048	0.924
After teaching	8.3±1.5	16.2±2.0	0.317	0.001

Conclusions: In view of the increasingly serious problem of college students' employment anxiety in China, this study collected academic materials related to college students' employment anxiety, college ideological and political education reform and anxiety psychology in the industry, analyzed and summarized the shortcomings of China's current employment anxiety guidance and the feasibility of integrating the auxiliary content of employment anxiety into college ideological and political education curriculum. An ideological and political teaching experiment was carried out. The experimental results showed that after the experiment, the average HAMA scores of students in the experimental group and the control group were 8.3 and 16.2 respectively, and the former was 48.77% lower than the latter. The experimental data show that some psychological preparation and emotion control skills of employment and interview are integrated into the ideological and political education curriculum in colleges and universities, and the causes of students' employment anxiety are answered. It can alleviate the employment anxiety of college students.

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COPING STRATEGIES OF EMPLOYEES' PSYCHOLOGICAL PRESSURE IN THE DEVELOPMENT OF CROSS-BORDER E-COMMERCE

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Background: In recent years, the Chinese government has encouraged enterprises to go abroad to operate, and the development of cross-border e-commerce has entered the fast lane. However, behind the rapid development of cross-border e-commerce, there are some industry problems that are not easy to be noticed, among which the more typical is the psychological pressure of cross-border e-commerce practitioners. There are many factors that lead to the psychological problems of employees of cross-border e-commerce. The main factors are heavy workload, confusion of work and rest caused by working across time zones, obstacles to cross-cultural communication, lack of foreign language ability, lack of understanding of local laws and regulations, etc. for most cross-border e-commerce enterprises, these problems have not been well faced and solved. Therefore, many employees have produced many psychological problems under a number of heavy pressures, such as depression, mania slow thinking, anxiety, etc. Alleviating and completely solving the psychological pressure of cross-border e-commerce employees will help to improve the work enthusiasm and subjective initiative of enterprise employees, which is of great significance to improve the operation efficiency and comprehensive competitiveness of cross-border e-commerce enterprises.

Objective: To understand the working mode and main work contents of front-line employees in various departments of cross-border e-commerce enterprises in China, understand the main reasons for employees' psychological pressure, and put forward some useful countermeasures. Carry out a social experiment to verify the effectiveness and reliability of these strategies, and provide some references and suggestions for the sustainable development of China's cross-border e-commerce industry.

Objects and methods: Collect domestic academic research materials and books on the management mode and industry development of cross-border e-commerce talents in recent years, so as to understand the manifestations and causes of psychological stress of employees in cross-border e-commerce enterprises in China. Then combined with the principles and methods of psychology, this paper puts forward some targeted countermeasures. Carry out an enterprise management model reform experiment, select two

enterprises with a certain voice and representation in the cross-border e-commerce industry, reach cooperation with them, and select 132 employees with varying degrees of psychological pressure from the enterprises as the research object. Psychological training was conducted for the personnel of the two enterprises, and after the training, they were required to pay attention to the psychological status of the research objects in the process of enterprise operation, and care for the life of these employees regularly. Once employees were found to have psychological stress problems, they were asked about the source of their psychological stress in time, and then targeted measures were taken, such as comforting and encouraging employees with psychological methods, solving employees' concerns from the company level, Giving employees certain economic compensation, etc. The experiment lasted for 3 months. In addition, before and after the experiment, the subjects were required to self-evaluate the severity of their current psychological stress. The severity of psychological stress was described by five categories: no stress, slight stress, general stress, significant stress and severe stress, and these levels were quantified by using the numbers of 1, 2, 3, 4 and 5.

Results: After the completion of the enterprise reform experiment, the statistical scoring data of the psychological stress severity of the subjects are shown in Table 1 note that the *t*-difference significance test is used for the quantitative data, and the significance level is 0.05.

Table 1. Statistics of psychological stress severity of subjects before and after the experiment

Feedback moment	Quantized score means	Corresponding grade	Standard deviation of quantized score	<i>P</i>
Before experiment	3.24	General pressure	0.21	0.003
After the experiment	2.50	Slight pressure	0.18	-

It can be seen from Table 1 that the overall psychological pressure level of the research object before the experiment is "general pressure", and the overall psychological pressure level of the research object after the experiment is "slight pressure", the average score is reduced from 3.24 to 2.50, and the *P* value of *t*-test is 0.003, which is less than the significance level. It is considered that the data difference is statistically significant.

Conclusions: With the reform and progress of China's e-commerce industry, the business development of cross-border e-commerce is gradually on the right track, but there are still some serious problems behind the prosperity of the industry. For example, some employees have serious psychological pressure due to cross-cultural psychological adaptation, lack of foreign language ability, work and rest confusion caused by cross-time zone work, which has a great negative impact on the normal use of enterprises. Therefore, after understanding the work mode, main work contents and the main reasons for the psychological stress of front-line employees in various departments of cross-border e-commerce enterprises in China, this study puts forward some useful countermeasures, and designs and carries out an enterprise management reform experiment based on these countermeasures. The experimental results show that the overall psychological stress level of employees before the experiment is "general stress". After the experiment, the overall psychological stress level of the subjects was "slight stress", the mean score decreased from 3.24 to 2.50, and the *P* value of *t*-test was 0.003, which was less than the significance level. It was considered that the data difference was statistically significant. The test results show that psychological care and institutional support for employees of cross-border e-commerce can help reduce employees' psychological pressure and improve work efficiency.

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INFLUENCE OF PRACTICAL TEACHING APPROACH OF PRESCHOOL EDUCATION COOPERATING WITH COUNTY PRESCHOOL EDUCATION SYSTEM ON STUDENTS' ANXIETY

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Background: Anxiety disorder, also known as anxiety neurosis, is the most common kind of neurosis, which is mainly characterized by anxiety emotional experience. It can be divided into chronic anxiety, namely generalized anxiety and acute anxiety, namely panic attack. The main manifestations are: nervousness and anxiety without clear objective objects, restlessness, and autonomic nerve dysfunction

symptoms, such as palpitation, handshaking, sweating, frequent urination, and motor restlessness. Pay attention to distinguish normal anxiety. If the severity of anxiety is obviously inconsistent with objective facts or situations, or the duration is too long, it may be pathological anxiety. This abnormal anxiety is a manifestation of psychosis. Anxiety is the emotional reflection of people's serious deterioration of the value characteristics of reality or future things. On the contrary, the emotional form is expectation, that is, expectation is the emotional reflection of people's obvious positive trend towards the value characteristics of reality or future things. At present, some college students majoring in preschool education have learning anxiety. In addition, in recent two years, preschool education students in all schools have begun to show anxiety, but the reasons need to be further investigated and analyzed. The research shows that the practical teaching of preschool education based on the cooperation of regional preschool education system can effectively alleviate students' anxiety symptoms. The county preschool education development support system is the sum of systems, institutions and resources in the county that can support the development scale, level and quality of preschool education for the purpose of supporting the development of preschool education. In the county preschool education development support system, the government, society, family and preschool education institutions share the responsibility of promoting the development of county preschool education. These four subjects are not isolated, but interrelated and have their own division of power and responsibility. The development of any kind of education is inseparable from the support of certain social factors, but there is little research on preschool education at present. Starting from the product attribute and human capital theory of preschool education, this paper moves the social support theory and system theory into it, which will help to deepen the understanding of the essential attribute and importance of preschool education, and provide a correct cognitive basis and theoretical basis for clarifying the support and integration of the development of preschool education.

Objective: In recent years, under the background of practical teaching of preschool education, the change of social environment of preschool education students leads to the decline of their psychological quality, which leads to some students' anxiety. Therefore, this study proposes a practical teaching approach of preschool education in cooperation with the county preschool education system, and applies this teaching method to improve the anxiety psychology of preschool education students, hoping to provide some reference for relevant research.

Research objects and methods: In order to improve the psychological quality of preschool education students and improve their anxiety symptoms, a questionnaire survey was conducted among preschool education students with anxiety symptoms in many colleges and universities in an area. A total of 400 questionnaires were distributed to test their anxiety psychological characteristics. A total of 372 questionnaires were collected with a recovery rate of 93%. All subjects were equally divided into observation group and control group, with 186 people in each group.

Research design: The observation group was given the practical teaching method of preschool education in cooperation with the county preschool education system, and the experimental duration was 2 months. The control group did not receive special teaching within 2 months, but only routine work teaching. After the experiment, the training effect was evaluated according to the rehabilitation of the subjects. Among them, the significant effect is that cognition, emotional behavior and will are significantly improved, effectively improve cognition, emotion and will, no abnormal or ineffective mood.

Methods: The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

Results: The total effective rate of anxiety relief in the observation group was significantly higher than that in the control group ($P < 0.05$).

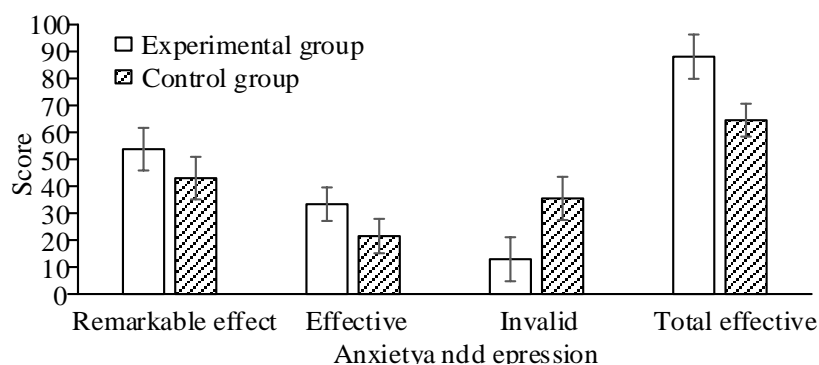


Figure 1. The improvement effects of the two groups after intervention were compared

Conclusions: The national government should speed up the integration of early childhood education into

the universal compulsory education system, and introduce a more clear and strict kindergarten teacher access system to make the team of early childhood teachers balanced and stable. On the other hand, we should strengthen publicity through various media, actively guide public opinion, form a good atmosphere of respecting teachers and valuing education, and let society have a more comprehensive and correct understanding of preschool education. Families, teachers, classmates and friends should more actively care about and understand the professional growth of preschool education college students and actively understand the relevant knowledge of the major, rather than attacking their enthusiasm and self-confidence. On the basis of relying on society to pay attention to the major, encourage the students of the major to develop healthily. Colleges and universities need to set up mental health courses and career planning in freshmen, provide psychological counseling and professional introduction to freshmen, and guide them to actively make career planning. Carry out a series of cultural activities to enhance students' sense of professional belonging, professional awareness and professional belief, and have more confidence and confidence when entering the society.

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DESIGN METHOD OF CROSS-BORDER E-COMMERCE WEBSITE COLOR MATCHING FOR PATIENTS WITH ANXIETY DISORDER UNDER COGNITIVE PSYCHOLOGY

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Background: Cognitive psychology is a subject that studies the psychological changes and laws of the processing process of collecting information in the brain and the formation process of subsequent thinking. The research objects of cognitive psychology are mainly people's advanced thinking processes, such as perception, attention, memory, language, etc. In contrast to behaviorism psychology, cognitive psychology also studies processes that cannot be directly observed, such as memory processing, storage and extraction. Cognitive psychology pays more attention to the basic psychological causes of human behavior, but the process from psychological state to behavior cannot be directly observed. Therefore, cognitive psychologists can only speculate about this process by analyzing the information received by the object and the behavior generated. Therefore, the research of cognitive psychology often needs to carry out experiments to provide basis and support for speculation. The commonly used experimental methods in this discipline include interview method questionnaire survey, expert consultation, etc. The rapid development of China's cross-border e-commerce is conducive to the employment of the domestic population and commodity export trade. However, due to the rise of cross-border e-commerce, the industry development and operation are not mature enough, and the color matching design of some cross-border e-commerce websites is not reasonable, which will reduce the shopping desire of consumers and affect the performance and income of enterprises. Especially for patients with anxiety disorder, their patience is low, and unreasonable website color matching will further reduce their brand preference for cross-border e-commerce. Moreover, this result is generated through the transformation of color elements into corresponding cognitive and psychological driven behavior. Therefore, it is necessary to use cognitive psychology to optimize the color matching of cross-border e-commerce websites, so as to improve their attraction to patients with anxiety disorder.

Objective: To analyze the relationship between the condition of patients with anxiety disorder and various colors and color combinations, design and carry out experiments, and explore the impact of e-commerce website adjusting color matching scheme on the condition of patients with anxiety disorder.

Objects and methods: Collect relevant data on color matching, website style design and cognitive psychology, and communicate with cross-border e-commerce practitioners to understand the development status of cross-border e-commerce in China and the color matching form of websites. Two leading cross-border e-commerce enterprises with a certain position and market appeal in the industry and 200 patients with anxiety disorder were selected for social experiments. Divide 200 patients into experimental group and control group on average, and verify whether there is no significant difference between the basic

information of the two groups. If the verification fails, the grouping needs to be adjusted or regrouped until the verification passes. Subsequently, the background designers of a cross-border e-commerce website were trained in cognitive psychology, requiring them to optimize the color matching of the website on the premise of considering the cognition of consumers suffering from anxiety about the website, the cognition of commodity layout, the cognition of services and the psychological impact brought by these factors, and let the personnel of the experimental group use this enterprise for shopping without interfering with the web design of another website. The control group was asked to use this page for shopping. Before and after the experiment, the two groups were investigated with SAS (Self-rating Anxiety Scale). In addition, all measurement type features in the study are displayed in the form of mean \pm standard deviation for *t*-test, and counting type features are displayed in the form of number or proportion of number for Chi-square test. The significance level of difference is taken as 0.05.

Results: After the experiment, the SAS survey results of the two groups were counted, and Table 1 was obtained.

Table 1. SAS survey results of two groups of personnel

Statistical time	Experience group	Control group	<i>t</i>	<i>P</i>
Before experiment	65.3 \pm 3.6	65.2 \pm 2.9	1.251	1.336
After the experiment	47.5 \pm 2.7	65.4 \pm 2.8	0.285	0.001
<i>t</i>	0.296	1.129	-	-
<i>P</i>	0.001	1.307	-	-

It can be seen from Table 1 that there is no significant difference between the data of the two groups before the experiment, which proves that the experimental data are comparable. After the experiment, the average SAS survey scores of the experimental group and the control group were 47.5 and 65.4 respectively. The former was significantly lower than the latter, and the *P* value of *t*-test was 0.001, which was far less than the significance level. It was considered that the data difference was significant.

Conclusions: With the rise of cross-border e-commerce in China, more and more foreign consumers begin to use China's cross-border e-commerce websites for online shopping. However, the website color matching design of some cross-border e-commerce websites is not reasonable, resulting in the decline of shopping interest of consumers with anxiety disorder, which will have a negative impact on the business performance of enterprises and is not conducive to the benefits of online shopping for patients with anxiety disorder. Therefore, this study uses the method of cognitive psychology to design an e-commerce website color-matching experiment. The experimental results show that after the experiment, the average SAS survey scores of the experimental group and the control group are 47.5 and 65.4 respectively. The former is significantly lower than the latter, and the *P* value of *t*-test is 0.001, which is far less than the significance level. It is considered that the data difference is significant. The data show that optimizing the color matching design of cross-border e-commerce websites by considering the theoretical methods of cognitive psychology can help reduce the anxiety level of anxiety patients when using websites, so as to promote patient consumption and increase the performance and income of cross-border e-commerce enterprises.

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THE INFLUENCE OF FILM AND TELEVISION CULTURE COMMUNICATION MODE BASED ON SOCIAL PSYCHOLOGY ON THE MENTAL HEALTH OF INTERNET USERS

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Background: Social psychology is an interdisciplinary subject of sociology and psychology. Its main task is to study the psychological and behavioral conditions of individuals and organizations in the social environment, and summarize the laws to solve the corresponding social problems. Compared with traditional psychology, it pays attention to the impact of language, friends, family, living environment and learning environment on itself in the process of individual socialization. It also pays attention to the communication mode, group behavior norms, group thinking and habits of group organizations at the social level. Because the research object of social psychology involves human organizations, it is necessary to strictly abide by the principle of value neutrality, systematic principle and ethical principle in the process of case study, so as to improve the reliability and accuracy of research results. Since the reform and opening

up, China's restrictions on the content and form of film and television cultural works have been greatly reduced. Many different types of film and television cultural works began to appear in the national vision, and had a great impact on the national mental state and cognitive thought. However, after entering the Internet era, the supervision of film and television cultural works has become difficult, the overall quality of film and television works has declined, and there are even a few works spreading bad ideas in the market. These works will seriously affect the mental health of network users. Therefore, it is necessary to use the theoretical knowledge of social psychology to study the effects of various types of film and television cultural works on the mental health of network users.

Objective: To understand the impact of various film and television cultural communication modes on the mental health of Internet users in the Internet era, and put forward some suggestions on the communication management of film and television cultural works that are conducive to protecting the mental health of Internet users.

Objects and methods: Collect domestic and foreign academic literature on film and television cultural communication, social psychology and the law of spiritual change of Internet users, and extract the main ways of film and television cultural communication in the Internet era. Then design an experiment based on Delphi method, and select 51 experts and scholars from China to form an expert group, which is composed of social psychology experts, film and television industry experts, media experts and heads of relevant government management departments. Send the discovered ways of film and television cultural communication to the expert group, and ask the members to evaluate the impact of these ways on the mental health of Internet users in all aspects. It is stipulated that the degree of impact only includes five types: no impact, slight impact, general impact, obvious impact and full impact, and give five integers of 1, 2, 3, 4 and 5 to quantify in order to improve the reliability of expert consultation results. All measurement type features in the study are displayed in the form of mean \pm standard deviation for *t*-test. Counting type features are displayed in the form of number or proportion of number for Chi-square test. The significance level of difference is taken as 0.05.

Results: After reaching an agreement with the expert group, the final output expert group opinions are counted, as shown in Table 1.

Table 1. Statistical results of final opinions of the expert group

Impact evaluation index	TV play	Variety	Concert	Advertisement	Film
Quantitative score of influence degree	3.17 \pm 0.15	4.62 \pm 0.14	2.77 \pm 0.16	4.08 \pm 0.15	3.90 \pm 0.12
Influence level and scope	General impact-obvious impact	Obvious influence-full influence	Minor impact-general impact	Obvious influence-full influence	General impact-obvious impact

It should be explained that the "influence level range" in Table 1 represents the two influence levels that are closest to the quantitative score of the influence level of the corresponding film and television culture communication mode. It can be seen from Table 1 that the expert group believes that variety shows and advertisements have the most obvious impact on the mental health of Internet users, followed by films and TV dramas, and concerts, the mode of film and television culture communication, have the lowest impact.

Conclusions: In view of the Internet era, the supervision of domestic film and television cultural works is becoming more and more difficult, which leads to the uneven quality of film and television cultural works and affects the mental health of network users. This time, after studying the academic literature at home and abroad on film and television cultural communication, social psychology and the law of spiritual change of network users, we extracted the main film and television cultural communication modes in the Internet era, and carried out an expert consultation experiment to obtain the evaluation data of the impact of these communication modes on the mental health of network users. According to the consulting results, the expert group believes that variety shows and advertisements have the most obvious impact on the mental health of Internet users, followed by films and TV dramas, and concerts, the mode of film and television cultural communication, have the lowest impact. In other words, in order to protect the mental health of China's Internet users, the relevant government departments should focus on supervising and reviewing the film and television cultural works in the form of variety shows and advertisements, and the administrative resources for supervising the film and television work in the form of concerts can be appropriately reduced.

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THE POSITIVE INFLUENCE OF COLLEGE PHYSICAL EDUCATION TEACHING METHODS ON ALLEVIATING STUDENTS' PSYCHOLOGICAL ANXIETY IN THE NEW ERA

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Background: With the gradual acceleration of the pace of social life in modern urban society, the incidence rate of anxiety disorders is increasing year by year. The pathogenesis and pathogenic factors of anxiety disorder are complex. At present, the common clinical anxiety symptoms are divided into two types: panic disorder anxiety and generalized anxiety. The main clinical manifestations of panic disorder are repeated sweating, palpitation and other autonomic neurological symptoms. Patients often have excessive worry about the unfortunate consequences caused by daily events. It is an acute onset anxiety disorder. Relatively speaking, generalized anxiety symptoms are chronic and persistent. In the process of onset, they are often accompanied by continuous tension. They are usually accompanied by symptoms such as autonomic nerve dysfunction and excessive vigilance. It is a chronic mental disease. Epidemiological studies show that the incidence rate of anxiety disorders in family with anxiety disorders is three times that of the potential group with anxiety disorder, incidence rate is as high as 15%. Some studies believe that patients with anxiety disorder have pathological phenomena of neurotransmitter changes in the brain. The pathological changes of human brain chemical synapses are closely related to the pathogenesis of anxiety disorder. Monoamine neurotransmitter neurons are involved in the regulation of human overall emotion. Therefore, when the concentration of neurotransmitters in this part is abnormal, it will cause human individual emotion out of control, which is often shown in the form of emotional excessive anxiety. The research idea of combining psychogenic and physiological pathogenesis provides an effective path for physical intervention of anxiety disorder. This study uses college physical education in the new era as the starting point to judge the effectiveness of physical intervention on college students' psychological anxiety symptoms by studying whether the physical intervention method of physical education has a positive impact on students' psychological anxiety.

Objective: This study starts with the research idea of physical intervention of anxiety disorder, and studies the effect of sports physical intervention on the psychological state of college students with psychological anxiety by analyzing the impact of college physical education teaching methods on students' psychological anxiety in the new era.

Subjects and methods: This study combines Bayesian principle with logistic regression model, constructs the trajectory model of students' anxiety state change while maintaining the optimal sample size and composition, and analyzes the positive impact of college physical education teaching methods on alleviating students' psychological anxiety in the new era by means of trajectory fitting.

Study design: Based on the Bayesian principle, this study establishes the model basis that the average posterior rate of track group and the number of samples in each group are in the optimal state. On this basis, the logistic regression model is used to establish the track fitting model of the change of physical education teaching time and investigation times. In the model establishment, the anxiety score is used as the main evaluation standard of students' psychological anxiety state.

Methods: Epidata3 was used in this study. Establish the database, and adopt the dual researcher mode for error correction in the process of data entry. One person is responsible for entry and the other person is responsible for review.

Results: The fitting results of anxiety score and survey times under the logistic regression model under the first-order polynomial function, second-order polynomial function and third-order polynomial function are shown in Figure 1.

Figure 1 shows the fitting results of three kinds of anxiety scores, namely the low-level group, the significantly decreased group and the low-level group. The fitting results fully reflect the changes of anxiety scores of the three groups of students with the progress of investigation times under the intervention of physical education teaching. It can be seen that all groups show a downward trend, and the significantly decreased group decreases the most significantly, from the high-level category to the low-level category.

Conclusions: The complex pathological mechanism between the causes of anxiety symptoms and the dual characteristics of psychogenic and psychological. This study starts with the research idea of physical intervention, analyzes the psychological anxiety state of students, establishes an effective intervention way of college physical education in the new era, and studies the intervention effect of a physical intervention on students' psychological anxiety symptoms. Physical intervention in sports can help students improve their overall psychological quality while acting on their nutriregulation and emotional relief. It can

intervene students' anxiety from the dual pathological perspective of physics and psychogenesis, help students get rid of anxiety control and improve their comprehensive physical and mental quality. At the same time, this study also provides a feasible path for the students' mental health management system in the teaching management of colleges and universities, and lays a theoretical foundation for the comprehensiveness of the curriculum system of colleges and universities in the future.

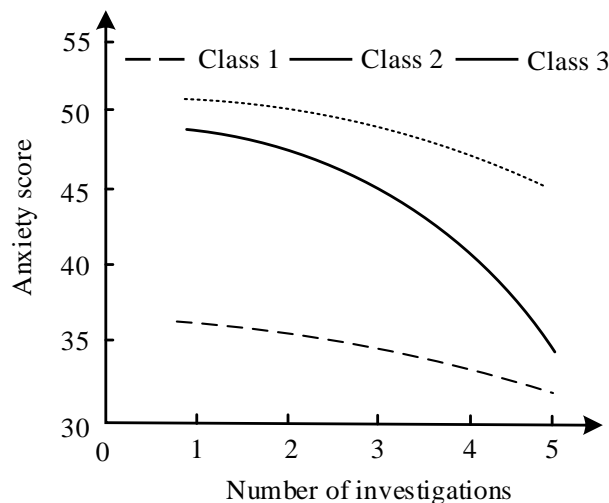


Figure 1. Change track of anxiety score of college students

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APPLICATION OF EDUCATIONAL PSYCHOLOGY IN CHEMISTRY TEACHING

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Background: Educational psychology believes that psychology is practical and not separate research. Psychology plays a role more or less in various fields related to people. This role is most obvious in the relationship between teaching behavior and teaching. Educational psychology also advocates the integrity of psychological function. Therefore, educational psychology opposes the educational behavior of the traditional form of training, because the educational behavior of the traditional form of training is to train students' thinking ability, memory ability and other instinctive behaviors, and each part is separated and independent. This teaching method not only ignores students' psychological function, but also ignores people's unity at the cognitive level. Learning behavior is the overall embodiment of students' psychological function. Through the overall application of their own thinking ability, memory ability, emotional feeling ability and motivation psychology, students can adapt to the learning environment under the guidance of a certain purpose, and achieve their own learning objectives in this adaptation process. In the whole learning process, what should be concerned most is the role of students' learning psychology in the process of environmental adaptability. Therefore, in the process of students' learning, teachers should remove the non-situational and sluggish educational methods, but should explore students' psychological interests according to students' internal psychological needs, and arrange teaching objectives and teaching contents through students' internal interests and habits. Only under this teaching method of organically combining students' psychology can students' psychological enthusiasm be fully mobilized. This study applies the theory of educational psychology to modern chemistry teaching. Through the use of students' psychological laws, it provides guidance for students' chemistry learning strategies. At the same time, it also helps teachers establish a teaching path suitable for students' psychological needs, reshape the role relationship between teachers and students in educational behavior at the psychological level, and provide a new way for modern chemistry teaching. Active teaching method based on students' psychological status.

Objective: This study applies educational psychology to modern chemistry teaching, helps to improve students' chemistry learning cognition by taking students' psychological cognition as a whole for

psychological guidance, and then strengthens the benign relationship between teachers and students in learning behavior, so as to provide teachers with a painful death that can better grasp the basis of students' psychological law in the direction of chemistry teaching. Help students achieve the effect of improving their chemistry scores.

Subjects and methods: This study uses the combination of correlation analysis and random forest algorithm to provide support for the research of chemical teaching methods in educational psychology through two aspects: psychological elements and the correlation between action and psychology.

Study design: This study uses the random forest algorithm to classify the psychological factors of students in the process of learning chemistry, and on this basis, it connects the educational psychology and educational strategies with students' chemistry learning psychology through correlation analysis, so as to finally achieve the effect of driving students' psychology through strategies and changing students' learning behavior through students' psychology.

Methods: In this study, the research data are sorted and analyzed through Excel. In the force analysis, the measurement method of transforming the force into quantitative level is adopted, that is, five levels from level 0 to level 4 are selected to quantify the impact of specific factors, of which level 0 means irrelevant, level 1 means slight impact, level 2 means normal impact, level 3 means obvious impact and level 4 means full impact.

Results: The impact analysis of students' psychological elements is shown in Figure 1.

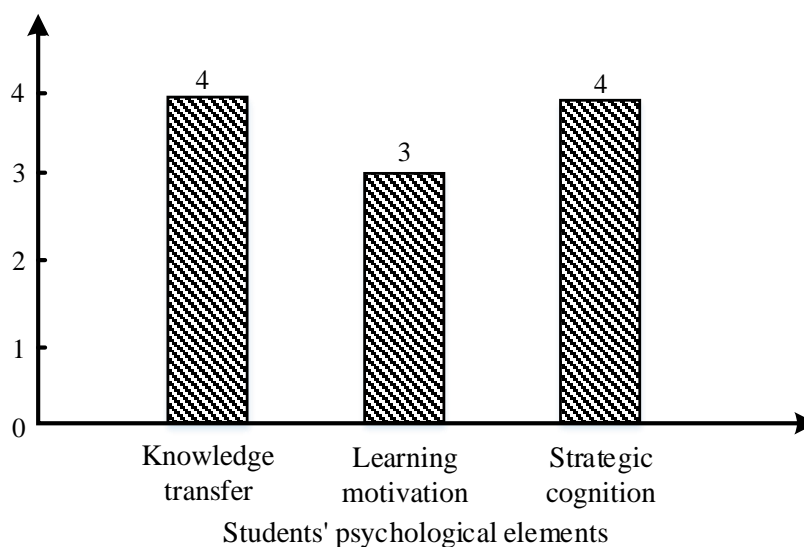


Figure 1. Analysis on the influence of students' psychological factors

In Figure 1, among the three chemical students' psychological elements of knowledge transfer, learning motivation and strategic cognition, the impact of knowledge transfer elements and strategic cognition elements on students' chemical learning results reaches level 4 of the impact level, which is a significant impact, while the learning motivation elements only reach level 3 of the learning level, which is a significant impact. It can be seen that the use of educational psychology can make students understand flexibility, transfer the knowledge or skills learned in other fields to chemistry learning and apply them flexibly. At the same time, it can also provide students with more comprehensive psychological cognition of learning strategies and promote the transformation of students' learning methods.

Conclusions: Educational psychology treats students as a psychological cognitive whole rather than a split instinct module. Therefore, the non-situational teaching method is unreasonable in the view of educational psychology, and students should be psychologically guided as holistic cognitive individuals. This study applies educational psychology to modern chemistry education, and guides students' learning psychology from three important psychological aspects: knowledge transfer, learning motivation and strategic cognition, so as to enhance students' autonomous learning ability, improve their learning enthusiasm and improve their academic performance.

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ANALYSIS OF THE INFLUENCE OF IDEOLOGICAL AND POLITICAL EDUCATION ON PSYCHOLOGICAL EDUCATION OF HEALTHY PERSONALITY

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Background: The psychological concept of healthy personality was first put forward in the 1920s. The psychological theory of healthy personality holds that human behavior has specific consciousness, and healthy personality is the realization of human self-assertion through rational behavior. This kind of self-realization is an “individualized” person at the psychological level. Such a person with self-realization ability should consciously think and analyze all kinds of imperfect and repressed aspects of his personality, and show these aspects in his normal life as much as possible. That is to say, individuals admit that they are a natural person with certain psychological defects through self-awareness and self-behavior. In this way, they constantly self-alert, constantly abandon past mistakes in this process, and actively choose a new life goal after self-correcting mistakes. However, individual psychology is divided into conscious psychology and unconscious psychology. Conscious psychology can realize and complete personality defects through self-cognition and self-thinking, but unconscious psychology is difficult for individuals and the outside world to detect. Therefore, the personality defects generated in unconscious psychology are difficult to be realized by individuals themselves, so they lack a certain degree of development. At this time, the individual needs to constantly make social contact with the outside world. Through social contact, the outsider can be aware of the individual’s problems before the individual itself, and feedback against this personality defect in social contact, so as to promote the external development of individual personality. This study applies the psychological theory of healthy personality to modern ideological and political education, provides an entry point for ideological and political education by analyzing the personality defects formed by students in the process of growth, and then uses the psychological oriented Ideological and political education strategy to help students improve their emotional control, promote psychological development, improve students’ moral quality, promote the formation of students’ sound personality and maintain students’ mental health.

Objective: This study applies healthy personality psychological education to ideological and political education, helps students establish sound personality psychology by guiding students’ growth psychology, provides methodological guidance for students’ behavior in daily learning and life, protects students’ psychological growth, and helps modern ideological and political education establish educational strategies more in line with students’ growth psychology and personality development. Lay a theoretical foundation for the improvement of the ideological and political education system.

Subjects and methods: This study combines fuzzy evaluation method with factor analysis method, transforms the psychological indicators of students from qualitative evaluation indicators to quantitative evaluation indicators, and analyzes the relationship between factors.

Study design: This study uses the membership theory of fuzzy mathematics to transform the qualitative evaluation indexes in healthy personality psychology and ideological and political education into quantitative evaluation indexes, and makes an overall evaluation of ideological and political psychological personality education in the environment of mutual restriction of various factors.

Methods: This study uses SPSS software as a fuzzy evaluation tool, and the collected data are sorted out through Excel.

Results: The analysis of students’ psychological personality growth factors is shown in Figure 1.

Figure 1 mainly shows the analysis of students’ psychological and personality factors in the process of learning and growth, including emotional control ability, closed psychology, self-cognition and moral quality. It can be seen that under the ideological and political psychological personality education, students’ closed psychology and self-cognition are significantly benign affected, and the force level is level 4. The influence on emotional control ability and moral quality is relatively low, but it still reaches the level of obvious influence, and the force level is level 3. It can be seen that ideological and political psychological personality education can effectively help students solve the problem of closed psychological dilemma, improve students’ self-cognitive ability and help students recognize themselves. In addition, ideological and political psychological personality education can also help students improve their moral quality and emotional control ability to a certain extent. However, because students are in a period of continuous psychological growth and continuous improvement of world outlook, the psychological support that education alone can give is limited.

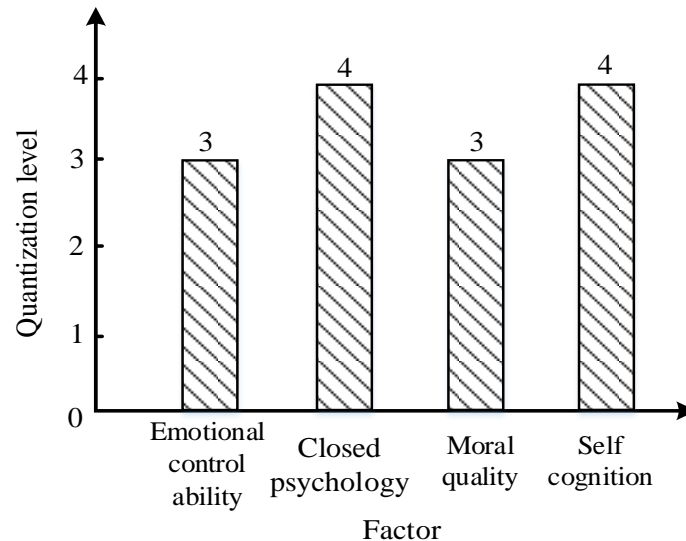


Figure 1. Analysis on the factors of students' psychological personality growth

Conclusions: In the process of personal psychological personality development, students often form psychological personality defects due to growth environment, personal experience, mood changes and other reasons. Based on the theory of sound personality psychology, this study establishes the ideological and political psychological personality education method. Through psychological assistance and emotional guidance to students in the process of education, it helps students establish a positive world outlook and values, provides methodological support for students' behavior, helps students overcome their own psychological personality obstacles, form a sound personality and promote the all-round development of students' body and mind.

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A STUDY ON THE ANXIETY OF BUSINESS ENGLISH TRANSLATORS

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Background: Anxiety is also known as anxiety psychosis. During the onset of the disease, patients often show persistent excessive worry, tension and even panic, usually accompanied by physiological autonomic nervous system symptoms and motor restlessness symptoms. Anxiety patients are difficult to effectively coordinate their psychological state and social ability, so the quality of life of anxiety patients is generally low. The group of anxiety patients among translators is similar to that of performance anxiety patients in the overall group of anxiety patients. The anxiety symptoms for translators are called "foreign language anxiety". The definition of foreign language anxiety is a kind of anxiety symptom produced in social activities related to foreign language, such as foreign language learning, foreign language translation, foreign language communication and so on. The performance of foreign language anxiety in translators is mainly divided into physical and psychological parts. The physiological part is mainly manifested in blushing, sweating, rapid heartbeat, trembling, pain, etc. It will also show phenomena in individual behavior, such as dull facial expression, disordered intonation and sound, and the increase of inactive modal particles. The psychological part is mainly manifested in the frequent occurrence of interpretation errors, fear and delay of translation, difficulty in paying attention and so on. There are various reasons for the anxiety of economic and trade English translators, partly because the English translation itself needs great knowledge accumulation and training experience. The translators' language foundation is not solid, they cannot deal with the amount of input source information smoothly, and their memory load ability is insufficient, which may lead to the psychological anxiety of translators in the process of translation. In addition, the lack of psychological capital of translators is also one of the main reasons for translators' psychological anxiety. Economic and trade English translation often plays an important role in information transmission in and transnational economic and trade transactions. Once mistakes occur in the work, the losses of enterprises

may be huge. Therefore, it is of certain dual necessity and practical significance for economic and trade translators and transnational economic and trade enterprises to study the translation anxiety of economic and trade English translators and put forward corresponding countermeasures.

Objective: By analyzing the anxiety symptoms of business English translators, this study puts forward anxiety response measures for business English translators, helps relevant industries reduce cross-border communication errors caused by translators' anxiety psychology, and provides a possibility for business English translators to overcome the influence of anxiety and expand their career development.

Subjects and methods: This study uses the methods of correlation analysis and difference test to analyze the correlation and functional relationship between the two factors by combining the characteristics of business English translation and anxiety symptoms.

Study design: This study takes the Self-rating Anxiety Scale and business English translation as the main research horizontal and vertical axis, uses the correlation analysis method to analyze the correlation between them, and tests the differences of anxiety types and anxiety levels of different groups of translators in the process of work according to the difference test method, and puts forward different coping strategies with different emphases according to different anxiety types.

Methods: SPSS17.0 software was used in this study process all research data.

Results: The distribution of subjects with different levels of anxiety is shown in Table 1.

Table 1. Anxiety score

Anxiety level	Anxiety score interval	Number of subjects	Proportion (%)
Low anxiety	<65	24	10.43
Moderate anxiety	65-85	162	70.43
Severe anxiety	>85	44	19.13

Table 1 shows the frequency and ratio of subjects with different levels of anxiety. Among them, the number of subjects with moderate anxiety is the largest, reaching 162, accounting for 70.43% of the overall anxiety. The number of people with low anxiety was the least, only 10.43%. The number of people with severe anxiety was 19.13%, which was slightly higher than that of people with severe anxiety. It can be seen that in business English translation, moderate anxiety is the most likely to occur, and the proportion is higher than the sum of mild anxiety and severe anxiety.

Conclusions: As a job requiring strong practical training and on-the-spot ability, economic and trade English translation often leads to the psychological anxiety of translators due to various psychological factors in the process of work. Starting with the characteristics of business English translation and anxiety symptoms, this study analyzes the correlation and functional relationship between them, so as to study the anxiety status of contemporary business English translators, and take this as the basis to help business English translators effectively overcome the anxiety psychological obstacles encountered in specific work and prevent business English translators from career development problems caused by anxiety. At the same time, it helps economic and trade enterprises reduce information transmission errors caused by the anxiety of translation staff in cross-border transactions, and indirectly improves the success rate of cross-border transactions.

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APPLICATION OF HUMANISTIC PSYCHOLOGY IN JOURNALISM TEACHING

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Background: Humanistic psychology is relative to the study of psychology by means of data statistics. Pay more attention to human subjectivity rather than objectiveness, that is, pay attention to the application of human subjectivity in the development of things. Compared with scientific psychology, it has certain advantages and advantages. The disadvantage of scientific psychology is to treat people as an object, as if they were a thing or a microorganism. Scales and other psychological measurement tools are like their microscope, and ignore the affirmation and understanding of people's own value. Its objective perspective has a kind of "absoluteness". Humanistic psychology does not treat it this way. It is more subjective. For example, the transfer in psychoanalysis is the problem of the relationship between analysts and analysts,

and the problem between two subjects. This psychoanalytic theory is an idea based on the existence of unconsciousness, an investigation method or a treatment method. It belongs to typical humanistic psychology. Humanistic psychology focuses on putting people in the objective environment to explore the relationship between people and things, and comprehensively look at the changes of things with people's subjective consciousness. Humanistic psychology is closely related to our life, and can be used in real life to help us look at and understand the world. For example, analyze the social group psychology and humanistic care shown in the film, connect the contents shown in the details with people's attributes and values, and improve people's cognitive ability and practical ability. In the current news education in colleges and universities, teachers often pay attention to the cultivation of theoretical knowledge and ignore the cultivation of students' practical application ability, which makes the teaching effect not ideal. The study of journalism theoretical knowledge only stays at the surface, ignoring the relationship between it and the real world, and ignoring the research on the "human" value and attribute of the news subject. It is very easy for students to have negative learning emotions and psychological problems in the learning process, affecting people's mental health level.

Objective: To realize the renewal of teaching ideas and the reform of teaching structure, so as to improve the psychological problems of journalism students in the teaching process and improve their mental health level.

Research objects and methods: The research takes the students majoring in journalism in a university as the research object, evaluates their teaching status and students' psychological characteristics, integrates the theory of humanistic psychology into the journalism education curriculum, and constructs a teaching model that can effectively meet the needs of students and improve their psychological status. Then, the improved teaching model will intervene the research objects, explore the application of humanistic psychology in journalism teaching and its alleviation of students' psychological problems, and reduce the negative emotions caused by their professional problems.

Method design: With the help of principal component analysis, the factors affecting the teaching effect are analyzed, and then the news teaching classroom is innovated and optimized. The new model is constructed to collect the change data of learning needs and psychological laws of the experimental objects within three months, and the data are statistically analyzed to obtain the experimental results.

Methods: SPSS22.0 analysis tool to process the experimental data, factor analysis the influencing factors with principal component analysis, and test its intervention mechanism on students' psychological problems with the optimization model of news teaching under humanistic psychology.

Results: The perspective of humanistic psychology can effectively guide teachers to grasp students' psychological laws and emotional changes in the teaching process, and then optimize the teaching curriculum guided by students. And the optimized news teaching is more targeted, practical and information-based, which can effectively improve students' psychological problems. Table 1 shows the statistics of anxiety of news students under different teaching effects.

Table 1. Statistics of accounting employment anxiety of students under different teaching effects

Timing	Employment anxiety	Social anxiety	Academic anxiety	Social anxiety
Before teaching optimization	25.34±1.26	18.17±1.65	22.11±1.06	18.56±1.45
After teaching optimization	12.32±1.16	10.71±1.03	11.58±1.36	8.29±1.09

Conclusions: Humanistic psychology can emphasize people's value and potential, pay attention to individual differences and diversity, and optimize the curriculum of news teaching from this perspective, which can effectively help teachers guide and help students solve their learning and life problems, better take students' learning characteristics and psychological needs into account in the teaching reform, and improve students' psychological tolerance and professional application ability to deal with social changes. Thus, it reduces the generation of negative emotions and bad psychological problems.

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MENTAL HEALTH STATUS AND OPTIMIZATION STRATEGIES OF ENGLISH TRANSLATION TALENTS

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Background: The standard of mental health refers to that all aspects of psychology and its activity process are in a continuous and positive psychological state. In this state, the subject can make good adaptation and give full play to its physical and mental potential. Mental health is one of the evaluation criteria of individual health status. Whether we can correctly deal with the changes and stimuli of the surrounding environment and whether we can have good mental endurance and quality is an important aspect of evaluating the level of mental health. The factors affecting mental health include the influence of objective environment, the level of psychological quality, self-cognition, psychological conflict and so on. The emotional value and psychological attitude of different individuals will affect the normal development of their mental health. Evaluating students' mental health is of great significance in the current educational environment and the background of teaching reform, and students' mental health is easily affected by many factors, such as changes in environmental conditions, academic expectations, interpersonal relationships, family factors and social stress events. Some studies have found that there is a certain negative correlation between people's quality and professional ability and mental health, that is, people with stronger professional ability are more likely to have psychological problems. The reason is that people with higher professional quality pay more attention to the high level of psychological needs. For example, college English translation talents are easily affected by factors such as low practicality of classroom teaching, poor effect of classroom teaching and worrying about employment prospects, such as anxiety, anxiety, fear, resistance, negative emotions and related psychological problems. The mental health of English translation talents is worrying, and their negative emotions and psychological problems have greatly interfered and hindered students' life and learning. Therefore, in this context, it is of great practical significance and guiding value to actively explore the mental health status of English translation talents and put forward optimization strategies.

Objective: To analyze the psychological problems and negative emotions of English translation talents from the perspective of psychology, and actively guide and intervene with the help of mental health means.

Research objects and methods: This study takes the students majoring in English translation in a university as the research object, first evaluates their psychological status, and then carries out targeted psychological intervention on the basis of exploring the causes of their psychological problems, in order to improve the mental health level of English translation talents.

Method design: According to the different psychological problems of the subjects, they were divided into different groups, such as anxiety group, depression group, emotion regulation disorder group, etc. They were actively intervened and relieved by means of psychological counseling, curriculum guidance, emotional interference and so on. The time was six weeks. After the experiment, the mental health status of the subjects was reassessed in order to explore the optimal path to effectively improve the mental health status of translation talents.

Methods: The psychological status and psychological problems of the subjects before and after the experiment were collected and evaluated with the help of mental health test scale, and Excel and SPSS23.0 statistical analysis tool to sort out and analyze the difference data.

Results: The society has high requirements for the comprehensive quality and professional ability of English translation talents, but the high employment standard and narrow employment scope make it difficult for English translation talents to meet the requirements of social development, and they are prone to psychological problems under the influence of a variety of internal and external factors. Effective psychological intervention for their psychological problems can effectively alleviate their negative emotions and improve their mental health level. The results showed that the mental health status of the subjects improved to varying degrees after the experiment, and the incidence of psychological problems decreased significantly. Table 1 shows the statistics of anxiety scores of English translators before and after the experiment. 1-5 scores represent the degree of anxiety from light to heavy.

Table 1. Statistics of anxiety scores of English translators before and after the experiment

Intervention time	Emotional anxiety	Interpersonal anxiety	Academic anxiety	Academic anxiety
Before intervention	4	3	3	4
After intervention	2	2	1	2

Conclusions: Mental health is an important index to evaluate the health status. Students are easy to have psychological problems in the complex social and learning environment, and different degrees of psychological problems will have a great negative impact on their study, life and even society. Targeted psychological intervention for college translation talents will help to improve their mental health and psychological problems.

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EFFECT OF PREOPERATIVE PSYCHOLOGICAL INTERVENTION ON ANESTHESIA IN ELDERLY LAPAROSCOPIC ABDOMINAL SURGERY

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Background: Under the guidance of psychological theory, psychological intervention is planned to intervene the psychological activities and personality characteristics of a certain object with the help of language, suggestion and other measures, so as to reduce people's anxiety, fear and other negative emotions. Psychological intervention is to alleviate anxiety and improve psychological problems by adjusting people's emotional value, so as to make people present a more positive and positive attitude to deal with the current difficulties or problems, and effectively intervene in the expected things in the future. Individual differences and psychological characteristics will make them show different application effects and intervention performance when participating in psychological intervention, and the psychological comfort degree of the audience caused by the same psychological intervention is also different. As an effective means of intervention, psychological intervention has been applied and involved in many fields, such as education and teaching, clinical medicine and so on. In the field of education, teachers often use verbal encouragement, psychological presupposition and other means to adjust and enlighten students' psychological change rules and emotions, so as to improve the teaching effect and quality. In the field of clinical medicine, disease acts on the body as a stressor, which will make patients unconsciously produce a certain degree of psychological stress, such as tension, anxiety, fear and so on. Moreover, patients' lack of correct cognition of their own diseases and prejudice against the hospital will amplify negative emotions and increase psychological burden and pressure in the process of treatment. The emotion of patients will affect their treatment process and follow-up rehabilitation effect. The increased probability of illness of the elderly and their lack of understanding of laparoscopic surgery make their resistance and anxiety during abdominal surgery more serious, which is not conducive to the treatment and rehabilitation of their diseases. Therefore, exploring the influence of preoperative psychological intervention on anesthesia in elderly laparoscopic abdominal surgery will help to reduce patients' fear, anxiety and other negative emotions about surgery, and improve their rehabilitation efficacy and psychological tolerance.

Objective: Through psychological intervention, patients can understand the operation related knowledge, establish a positive attitude, guide patients to learn self-regulation, control their emotions, keep them in a psychological best state for treatment, promote the normal operation, and reduce patients' anxiety, fear, anxiety and other negative emotions about instruments and equipment.

Research objects and methods: 126 elderly patients who were going to undergo laparoscopic abdominal surgery in a hospital were selected as the research objects. All the research objects were anesthetized by the same anesthesiologist and operated by the doctor in the ward. On the basis of understanding the psychological status of patients before operation, psychological intervention was carried out to explore the influence of psychological intervention in elderly laparoscopic preoperative anesthesia.

Method design: The subjects were randomly divided into traditional nursing group and psychological intervention group. The patients in the traditional nursing group were cared according to the general nursing routine in the operating room without any intervention measures. In addition to the general nursing routine in the operating room, the patients in the psychological intervention group were given psychological intervention measures, such as preoperative visit, cognitive intervention, emotional intervention and so on. The experiment lasted for three weeks. After the experiment, the psychological and emotional changes of patients and the performance in anesthesia operation were further explored to explore the improvement mechanism of psychological intervention on preoperative patients.

Methods: All data were collected by SPSS23.0 is entered and analyzed, and the data of numerical variables are expressed as mean \pm standard deviation. *t*-test was used for the comparison of numerical variables and Chi-square test was used for the comparison of classified variables.

Results: Patients with abdominal surgery will have anxiety and resistance due to strange environment and lack of relevant medical professional knowledge. After psychological intervention with various forms, they can effectively improve their cognition and sense of security of their own surgery and effectively alleviate their negative emotions. There was significant difference in the scores of negative emotions between the traditional intervention group and the psychological intervention group. Figure 1 shows the statistical difference in anxiety scores between the traditional nursing group and the psychological

intervention group.

Conclusions: With the continuous degradation of the body tissue morphology and organ function of the elderly, it has a high risk of surgery. Laparoscopic surgery is widely used in abdominal surgery of the elderly because of its advantages of less surgical injury and less stress response. However, most of the elderly lack professional medical knowledge and their psychological tolerance is weak. Psychological intervention for the elderly before laparoscopic anesthesia surgery can effectively dredge their negative emotions with the help of cognitive intervention and emotional intervention, and help them improve their psychological level and surgical safety. Therefore, in future clinical treatment, we should pay attention to the psychological intervention of patients.

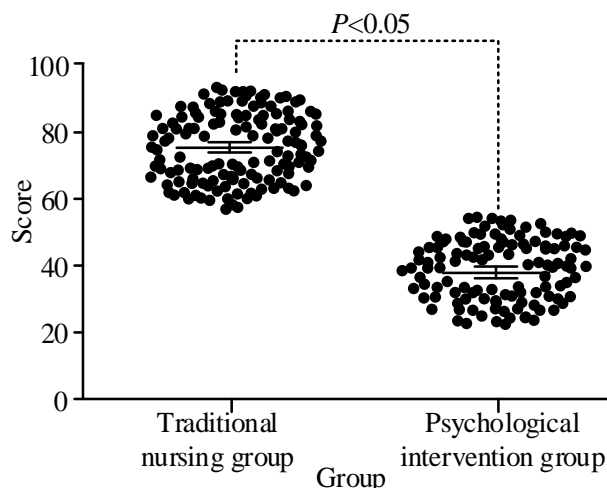


Figure 1. Statistical difference of anxiety scores between traditional nursing group and psychological intervention group

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EVALUATION OF INTERVENTION EFFECT OF ENGLISH ONLINE TEACHING ON STUDENTS' COMMUNICATION ADAPTATION DISORDER

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Background: Communication adaptation barriers refer to different types of obstacles caused by the influence of information sender, information receiver and information transmission channels in the process of information transmission, resulting in problems such as information difference and information delay, which affect people's communication and communication. The expression ability, emotional tendency and thinking logic of the sender of information will affect the integrity and smoothness of information in the process of transmission, and different individual differences make their information screening ability and psychological status level show different behavioral characteristics in the process of information reception. The information media channel can effectively connect its information sender and information receiver, and speed up the circulation and transmission of information. The smoothness of the media channel and the perfection of the mechanism will affect the timeliness of information communication and ensure effective communication between individuals and groups. The differences of thinking mode and cultural background will make people have certain deviations in the logic, fluency and accuracy of language habits when expressing information, and this deviation can be adjusted and improved through independent training and later learning practice. The process of communication adaptation is the process of thinking presentation. Generally, it is a subjective and dynamic process, and it is very vulnerable to the influence of external environmental conditions and the goal of value pursuit. The process of communication adaptation driven by different behavioral motives will deviate from the actual objective information. As a practical and applied language, English course learning not only requires students to master basic theoretical knowledge, but also requires them to have good English expression level and communication ability. However, the traditional offline English teaching ignores the oral expression and communication ability of English majors too much, which makes it more difficult for students to learn English communication ability in the absence of internal

cultural connotation and language background, which makes it easy for students to have communication adaptation obstacles, and then dare not communicate in English, resulting in relevant psychological problems. Online English teaching broadens students' access to English resources and reduces the classroom embarrassment of students' English communication. Therefore, exploring the intervention effect of English online teaching on students' communication adaptation barriers has important practical significance and value.

Objective: Based on the understanding of the characteristics of English teaching and students' communication adaptation barriers, this paper explores the impact mechanism of online teaching on students' learning emotions and psychological problems from the perspective of communication adaptation barriers, and compares it with English online classroom teaching, so as to better alleviate the negative emotions of students with communication adaptation barriers.

Research objects and methods: The research first makes statistics on the current situation of English teaching and psychological problems of 600 English majors in different grades in a university, then selects students with communication adaptation barriers as the research object, and explores the intervention effect of English online teaching on students' communication adaptation barriers.

Method design: Then the subjects were randomly divided into online English teaching group and offline English teaching group to explore the psychological improvement of students with different degrees of communication adaptation disorder after three months, such as semantic ambiguity, correct and wrong use of grammar, and explore the improvement of online teaching on students' communication adaptation disorder with the help of association rule mining algorithm.

Methods: The association rule mining algorithm was used to analyze the correlation between communication adaptation disorder and English online teaching, and the statistical analysis tool was used to process and analyze the data, and the experimental results were obtained.

Results: English online teaching gave the students more autonomy and practical innovation in the search of teaching means and teaching resources, overcome the fear of English communication of students with communication adaptation obstacles, and effectively improved the students' learning effect and mental health level. Table 1 shows the scores of students' communication adaptation barriers before and after online English teaching.

Table 1. Statistics of scores of various dimensions of students' communication adaptation barriers before and after English online teaching

Psychological barrier dimension	Before	After
Barriers to knowledge understanding	26.3±2.4	14.7±2.6
Information cognitive impairment	31.2±2.9	13.1±2.4
Language expression disorder	27.4±2.3	10.4±3.8

Conclusions: Language and cultural differences and the neglect of traditional offline English teaching on students' English practical ability often led to the phenomenon of "language inferiority" or "language embarrassment" in the process of English learning, resulting in communication and adaptation obstacles, which further affect the learning quality and mental health. From the perspective of communication adaptation barriers, exploring the improvement of students' psychological status in English online classroom will help to grasp students' dominant position in teaching, pay attention to their psychological status and level in the teaching process, and improve their communication and expression ability.

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THE INFLUENCE OF COMPUTER NETWORK SECURITY DATA ENCRYPTION TECHNOLOGY ON INTERNET ANXIETY PATIENTS

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Background: The development of Internet technology is getting better and better. For patients, various complex and high-tech Internet technologies make them feel novel and enjoy the convenience brought by the Internet, but they are also worried about the hidden dangers on the Internet. Internet fraud occurs frequently. Many people have been cheated a lot of money through the Internet, but people don't know how to prevent it. They are afraid that ill-intentioned people steal their personal information through the

Internet, so that patients have Internet anxiety. Among them, the cause of patients' Internet anxiety is the problems of computer network. These network security problems include illegal intrusion, server information leakage, computer virus and network vulnerability. Hackers illegally obtain IP packets, user names and other information of computer network system through monitoring, control and other ways. After relevant analysis, hackers destroy or tamper with computer network data, causing great losses to users. This situation is called illegal intrusion. Hacker technology is more advanced, which makes it impossible to prevent. This potential threat makes patients feel nervous and worried, resulting in Internet anxiety. There will inevitably be some defects and vulnerabilities in the computer system, and hackers with high-level computer technology will use these vulnerabilities to maliciously attack the computer network, so as to obtain some network data, make the server information leaked, and pose varying degrees of threats to the computer network security. This situation is called server information disclosure. Similarly, because hackers hide under the Internet, it is difficult for people to find their traces. They are not sure when they will attack the server. The hidden threat is difficult to control, which will also make patients anxious about the Internet. Computer viruses have the characteristics of fast propagation, great harm and wide variety. All kinds of computer viruses are hard to prevent. Each component of the computer has a corresponding computer virus, which will pose a great threat to the security of the computer network, and people are always vigilant to prevent being invaded by computer viruses. Because the openness of network technology provides convenience for the spread of network virus, the spread of network virus leads to network paralysis and the disclosure of relevant information of users. The insecurity of this network makes patients worry that their information will also be leaked, which inadvertently brings losses to themselves and makes patients have a certain degree of network anxiety. In recent years, the concept of data encryption technology has been put forward in the computer field. By means of encryption key and other means, the information can be converted into ciphertext to prevent others from reading the information, so as to protect the security of information and data. In the process of information transmission, it will maintain a high degree of concealment. Data encryption technology includes symmetric encryption technology and asymmetric encryption technology. Through these two data encryption technologies, data information can be protected from destruction or theft. According to the characteristics of data encryption technology, it can be used in computer network security protection, and its impact on Internet anxiety patients can be studied.

Objective: To understand the meaning of Internet anxiety and the causes of anxiety of Internet anxiety patients, analyze the problems of computer network security, study the characteristics and types of Internet encryption technology, and explore the impact of computer network security data encryption technology on Internet anxiety patients.

Research objects and methods: The subjects of the study were Internet anxiety patients. They learned about their Internet anxiety, their related activities on the Internet and their views on computer network security, introduced the application and function of computer network security data encryption technology, recorded relevant data, and evaluated the impact of computer network security data encryption technology on Internet anxiety patients through fuzzy evaluation method, grade 1-5 score is adopted. The higher the score, the greater the impact. SAS software is used for data processing and analysis.

Results: In recent years, the continuous development of network technology has made great changes in people's life. All kinds of daily necessities, home appliances and furniture can be purchased through the Internet, which greatly facilitates people's life. However, there are also various security problems in the Internet, leading to some people's Internet anxiety. In order to solve these computer network security problems, data encryption technology is applied to computer network security. Through computer network security data encryption technology, the security of data information is protected and the network security is improved. Among them, the impact score of cryptographic key data technology on young and middle-aged patients with Internet anxiety is 4, and the results are shown in Table 1.

Table 1. Influence of computer network security data encryption technology on Internet anxiety patients

Age group	Cryptographic key data technology	Node data encryption technology	Link data encryption technology
Juvenile	4	4	5
Youth	5	4	4
Young and middle-aged	4	5	4

Conclusions: By using a variety of computer network security data encryption technologies, the computer network security information is significantly improved, the phenomena of data loss and data destruction are significantly reduced, the user information security is guaranteed, and the Internet anxiety of Internet anxiety patients is significantly improved.

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THE INFLUENCE OF COLLEGE ENGLISH ONLINE AND OFFLINE MIXED TEACHING ON COLLEGE STUDENTS' ANXIETY

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Background: Anxiety refers to the nervous and uneasy psychology of individuals when they encounter unsolvable problems or threats in the process of achieving goals. This is a special representation of internal psychology. During this period, individual self-esteem will be damaged and self-confidence will be hit. This kind of emotion will also appear in the process of English learning, and you will feel panic because you can't keep up with the progress of teaching. In general, normal anxiety will help students improve their learning attention, students will study more attentively, have a correct learning attitude, students' thinking will become active, students' enthusiasm will be significantly improved, and help students learn English better. When students are in excessive anxiety, their thinking will become chaotic, their thinking activity will be reduced, and students will be nervous. Once they are too nervous, mistakes will inevitably occur in the learning process, which is a great blow to students' learning enthusiasm, so as to further reduce their learning efficiency. In such a vicious circle, students' body and mind have been tortured. In the long run, students may have a psychological resistance to English, do not want to learn English and get tired of English learning. In the process of English learning, students will have varying degrees of anxiety in listening, speaking, reading and writing. English as a foreign language, students have a natural sense of strangeness, differences in different cultures and language habits, which makes students more difficult in the learning process and need to spend a lot of energy on learning and understanding. When students don't understand well and can't turn the content explained by the teacher into their own knowledge and apply it flexibly, students will have anxiety. There are many reasons for English learning anxiety, such as personal factors. There are differences in each student's learning ability, self-emotion regulation ability and competitive consciousness. Students with poor learning ability, weak self-emotion regulation ability and strong competitive consciousness are more likely to have anxiety. Because of the anxiety caused by the form of teaching activities, many students do not like to speak English in public, which will produce tension, uneasiness and cramped expression. When facing unfamiliar problems, it is easier to cause students' anxiety. Aiming at students' anxiety in English learning, this paper reforms the traditional teaching mode, and studies the impact of college English online and offline hybrid teaching on college students' anxiety.

Objective: To understand the anxiety of college students in the process of English learning and analyze its causes. On this basis, reform the traditional English teaching mode and adopt online and offline mixed teaching, so as to improve students' learning enthusiasm. Let students continue to study through offline teaching, improve their English learning level and alleviate students' anxiety imperceptibly.

Research objects and methods: The research objects are college students, randomly selected from three colleges and universities, 320 college students were selected from these schools to understand their problems in the process of English learning, master their relevant personal information, and analyze the causes of their anxiety. These students were taught English online and offline for one semester, and the relevant experimental data were recorded during the experiment. The fuzzy comprehensive evaluation method is used to evaluate the impact of college English online and offline mixed teaching on college students' anxiety, and the relevant influencing factors are quantified. The higher the score is, the greater the degree of influence is. The SAS software is used to process and analyze the relevant experimental data.

Table 1. Students' anxiety scores after the reform of college English teaching model

Grade	Listening anxiety	Writing anxiety	Reading anxiety	Oral anxiety
Freshman	2	1	1	2
Sophomore	1	2	1	1
Junior	2	1	1	1

Results: Anxiety is common in college English learning. There are many reasons for students' anxiety, including personal factors and environmental factors. Among the environmental factors, influenced by the traditional teaching mode, students' learning enthusiasm is not high, and students' anxiety is more obvious. After the reform of the traditional teaching mode, students' anxiety has been significantly alleviated, the relationship between teachers and students has gradually improved, and the learning efficiency has been

significantly improved. Freshmen's English listening anxiety was significantly relieved, and their anxiety score was reduced by 2 points. The results are shown in Table 1.

Conclusions: The cultural differences between China and the West and the limitations of teaching mode led to students' difficulty in the process of English learning, students' enthusiasm is constantly hit, and students' anxiety is becoming more and more obvious. In view of students' anxiety in English learning, the traditional teaching model is reformed. Online and offline hybrid teaching provides students with more learning time, so that they can continue to study online after class, and obtain rich knowledge through the network platform. Students' learning ability is greatly improved, which brings students more self-confidence, and the previous anxiety is slowly relieved or even cured.

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RESEARCH ON THE MENTAL HEALTH OF MUSIC STAGE PERFORMERS FROM THE PERSPECTIVE OF POSITIVE PSYCHOLOGY

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Background: Positive psychology is not only a revolution in the field of psychology, but also a new milestone in the development history of human society. It is an emerging science that studies the research of traditional psychology from a positive perspective. Positive psychology adopts scientific principles and methods to study happiness and advocates the positive orientation of psychology to study human positive psychological quality and pay attention to human health, happiness and harmonious development. Positive emotion is a major aspect of positive psychology. It advocates the study of individuals' positive experience of the past, present and future. In dealing with the past, it mainly studies positive experiences such as satisfaction and satisfaction. In dealing with the current situation, it mainly studies positive experiences such as happiness and happiness. In dealing with the future, it mainly studies positive experiences such as optimism and hope. Positive psychology studies the formation of self-decisive personality traits from three aspects: innate learning, creativity and curiosity are the basis of its formation. These innate natures must also be combined with certain social values and external life experiences and transformed into their own internal motives and values. The premise of its formation is that psychological needs are fully met, which includes three basic psychological needs: autonomy, competence and communication.

Anxiety is an internal conflict of individual psychology or emotion, which leads to irrational fear or excessive worry. Anxiety has many social manifestations, such as emotional anxiety, post-traumatic stress, obsessive-compulsive disorder and phobia. The mental health problems of music stage performers are mainly reflected in performance anxiety. Performance anxiety is a kind of state anxiety reflected in special scenes. It belongs to a series of physical and mental discomfort feelings or behaviors that individuals show in the process of expected activities. In the performance process, the performer's anxiety usually shows certain symptoms in physiology, psychology and thinking, such as limb trembling, rapid heartbeat, palmar sweating, etc., resulting in the decrease of behavior coordination. As an auxiliary means of teaching, music stage performance helps to improve the skills of music majors, enhance their critical thinking ability, stimulate their learning enthusiasm and improve their stage performance ability. However, many studies have shown that even experienced professional dancers in most music stage performances will show varying degrees of anxiety.

Objective: To carry out classroom teaching practice of mental health for college students majoring in music stage performance from the perspective of positive psychology, in order to eliminate learners' stage performance anxiety and provide targeted guidance, so as to help them improve their stage performance ability.

Research objects and methods: 200 students majoring in music stage performance in a university, including 21 boys and 179 girls, participated in a one semester classroom teaching practice of mental health from the perspective of positive psychology. After one semester, the stage performance ability and the improvement of anxiety symptoms of all subjects were compared before and after teaching practice.

Research design: After teaching, the self-designed "music stage performance anxiety self-rating scale" was used to evaluate the effect before and after teaching. The scale includes 30 questions. Negative items adopt the 5-level scoring method, with a score of 1-5. The lower the score, the more inconsistent with their

own feelings, and the higher the score, the more consistent with their own feelings. Positive items are scored in reverse, with a score of 30-150. The higher the score, the higher the stage performance anxiety.

Methods: The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

Results: Before the experiment, the number of high, medium and low anxiety groups were 75, 75 and 50 respectively. After learner training, the number of people with high anxiety level decreased to 37 and the number of people with low anxiety level increased to 91.

Table 1. Comparison of students' stage performance anxiety before and after the experiment

Anxiety level	Score	Before teaching	After teaching
High	91-150	75	37
Secondary	76-90	75	22
Low	30-75	50	91
General situation		150	150

Conclusions: Stage performers are usually affected by personal and external factors, which often show varying degrees of anxiety and may lead to the failure of the performance. The teaching and training of mental health classroom teaching practice based on the perspective of positive psychology is not a simple stage performance training, nor is it different from the simple intensive training of performance skills. It takes into account the three aspects of stage, dance and psychology, pays attention to students' emotions, strengthens self-concept, especially strengthens the cause analysis and coping strategy training of stage performance anxiety, and gives all-round guidance to the theoretical learning and practical practice of stage performance. The learner training of mental health classroom teaching based on the perspective of positive psychology can help students use stage performance strategies, reduce their stage performance anxiety level and improve their performance effect.

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THE APPLICATION OF EDUCATIONAL PSYCHOLOGY IN COLLEGE ENGLISH TEACHING

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Background: Educational psychology is a subject that studies the law and essence of students' psychological activities. Its purpose is to cultivate students' sound personality and healthy psychology. With the gradual improvement of social requirements for students and the gradual improvement of parents' expectations, most students put forward higher requirements for their performance and stress resistance. However, limited by social experience and psychological tolerance, most students will cause a series of psychological problems because they can't bear the huge pressure. Although there are great differences in college students' life experience, growth environment and their own personality, most students feel more irritable and anxious. The main research content of educational psychology is the basic psychological laws of education and teaching in education and teaching situations. Based on psychology, the research involves teaching design, educational technology, special education and classroom management. Educational psychology can improve the level of teachers, improve the quality of education and teaching, and promote the reform of education and teaching. The problems that educational psychology needs to solve are to give full play to learners' subjective initiative, analyze the mechanism in the learning process, explore the impact of situational environment on learning results, diversified and flexible teaching models and so on. The practical significance of this discipline is to assist teachers to complete the problems in teaching work, provide scientific and reasonable theoretical guidance for teachers' teaching work, and assist teachers to analyze in practical teaching work.

Most of the factors in college English teaching, such as work interest, intelligence and so on, are usually ignored in the evaluation of work interest and interest. With the improvement of modern educational ideas, English teaching methods have changed from passive teaching such as disseminating cultural knowledge to new teaching methods that guide students to form initiative and spontaneity, so as to help students improve their body and mind in an all-round way. Data show that about 40% of college students have mental problems, and about 10% of students have major mental disorders, of which the incidence of mental disorders is 20.23%. Therefore, modern education also puts forward higher requirements for teachers'

comprehensive quality. In addition to allowing students to learn professional knowledge, we also need to pay close attention to the changes of students' psychological spirit. Integrating educational psychology into college English teaching can not only improve students' spontaneity of automatic learning, but also improve students' psychological problems to a certain extent. The new teaching model in English classroom not only has rich curriculum resources, but also can fully mobilize students' diversified consciousness. Ensure that the classroom atmosphere is open and active, so that students can have dual interaction. Pay attention to cultivating students' learning interest and stimulating students' learning potential. Use a wide range of knowledge to impress students. Extensive subject knowledge is not limited to English teaching itself, but also includes humanistic knowledge, cultural knowledge and natural science knowledge related to English education. It plays an important role in improving the humanistic atmosphere of English teaching and enhancing the effect of English teaching.

Objective: This paper analyzes the impact of college English teaching combined with educational psychology on students' mental health, in order to provide new ideas for the new teaching model in colleges and universities.

Research objects and methods: 200 students with different degrees of psychological problems in a university were randomly selected as the research object. According to the random grouping method, they were divided into the control group and experimental group. The control group used conventional English teaching methods, and the experimental group used new English teaching methods. The intervention lasted for 3 months. Mental health was assessed by Symptom Checklist-90 (SCL-90), and the evaluation grade was classified by a Clustering Algorithm Based on Random Search (CLARANS). The scale includes 90 items and 10 subscales, of which subscale 10 is not used for these statistics. The nine-factor subscales were somatization, obsessive-compulsive disorder, interpersonal sensitivity, depression, anxiety, hostility, phobia, paranoia and psychosis. The maximum score of each item in each subscale is 4 points. The higher the self-score of each item, the more serious the symptoms. The subjects' self-evaluation of each item is equal to or greater than 3 points, which is used as the standard to determine the degree of moderate and above.

Methods: Through the latest version of Epi Info data statistical analysis software, this paper analyzes the effect of new college English teaching methods on students' mental health.

Results: Table 1 refers to the experimental group in the improvement of mental health in the whole experimental cycle. The psychological problems of the patients in the experimental group were significantly improved, and the degree of improvement was gradually obvious with the increase of the implementation time of the new English teaching method. Therefore, the introduction of English teaching methods combined with educational psychology in the experimental group has an obvious effect on the intervention of patients' psychological problems.

Table 1. The proportion of mental health improvement in the experimental group in the whole experimental cycle (%)

Mental health indicators	After 1 month	After 2 months	After 3 months
Somatization	72.21	81.36	86.29
Obsession	72.36	82.13	87.56
Interpersonal sensitivity	71.28	82.36	84.16
Depressed	74.28	82.48	89.23
Anxious	73.68	82.39	86.34
Hostile	75.21	82.94	86.29
Terror	74.14	82.36	87.56
Paranoid	73.21	83.28	84.16
Psychotic	74.16	83.78	83.25

Conclusions: The new model of English teaching combined with educational psychology can alleviate students' psychological problems, which are embodied in obsessive-compulsive disorder, interpersonal sensitivity, depression, anxiety and so on. In the future, this new teaching model can be applied to other schools for promotion.

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THE PENETRATION OF PERSONALITY PSYCHOLOGY IN IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES

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Background: College students are facing academic pressure and employment pressure at the same time, with great psychological pressure. However, college students' mind is not yet fully mature, and they cannot well control and face negative emotions under pressure, which will produce anxiety symptoms. At the psychological level, anxiety belongs to a kind of negative emotion. It is a dangerous state in which individuals are unable to achieve their goals or overcome obstacles, which leads to the frustration of individual self-confidence and self-esteem, increases the sense of frustration and frustration, and then forms a state of tension, anxiety and fear. Usually, anxiety will lead to physiological reactions such as rapid heartbeat, elevated blood pressure, trembling, sweating, dizziness and so on. Therefore, long-term excessive anxiety will not only affect students' mental health, but also damage students' physical health, affect students' daily life and learning, and have a negative impact on students' academic and long-term development.

Personality psychology is a branch of psychology, which mainly studies the unique behavior patterns of individuals, including beliefs, self-concept, personality and so on. Personality psychology holds that each individual has unique characteristics, that is, the specificity of behavior characteristics and personality composition characteristics. This uniqueness leads individuals to choose different coping styles when facing the same problem. Ideological and political education is the main way to improve students' psychological quality and alleviate students' anxiety. However, the traditional ideological and political education in colleges and universities ignores the uniqueness and differences of students. Students have little interest in ideological and political education courses, so it is difficult to play its role in improving students' psychological quality. The research integrates personality psychology into ideological and political education, analyzes the relationship between students' behavior patterns, psychological changes and personality characteristics in ideological and political education, so as to innovate and improve the teaching mode of ideological and political education, so as to better alleviate students' anxiety and improve students' psychological quality.

Objective: College students are faced with academic pressure and employment pressure at the same time, which is easy to produce anxiety symptoms. Based on personality psychology, the research improves and innovates the traditional teaching mode of ideological and political education in colleges and universities, so as to alleviate students' anxiety and improve students' psychological quality.

Research objects and methods: Two classes were randomly selected in a university as the research objects, and the anxiety degree of the research objects was evaluated by the Self-rating Anxiety Scale (SAS) and Symptom Checklist-90 (SCL-90).

Research design: One class was selected as the research group (68 people), and the improved teaching mode of Ideological and political education in colleges and universities based on personality psychology was adopted for teaching. The other class is the control group (71 people), which adopts the traditional teaching mode of ideological and political education in colleges and universities. After teaching for a period of time, compare the SAS score and SCL-90 score of students in the two classes.

Methods: The relevant data were processed and analyzed by software SPSS18.0 and Excel.

Results: Before teaching, there was no significant difference in SAS score and SCL-90 score between the two groups ($P > 0.05$). After a period of teaching, the SAS score and SCL-90 score of the students in the research group were significantly lower than those in the control group ($P > 0.05$). Among them, the changes of SAS scores of the two groups of students before and after teaching are shown in Table 1.

Table 1. Changes of SAS scores of two groups of students before and after teaching

Timing	Score		<i>t</i>	<i>P</i>
	Research group	Control group		
Before teaching	68.7±3.8	68.6±2.9	0.246	0.752
After teaching	42.1±1.3	57.4±3.8	6.537	0.013
<i>t</i>	8.462	4.453	-	-
<i>P</i>	0.000	0.012	-	-

Conclusions: College students are facing academic pressure and employment pressure at the same time, and their psychological pressure is large. However, college students' mind is not yet fully mature, and they

cannot well control and face the negative emotions under pressure, which will produce anxiety symptoms. Ideological and political education is not only an important way to strengthen the ideological construction of educational objects, but also the main method to guide educational objects to cultivate correct outlook on life and values. It plays an important role in establishing the self-confidence of educational objects, cultivating good moral concepts and strengthening the ideals and beliefs of educational objects. It is of great significance to the moral quality level, mental health construction and future development of educational objects. Based on personality psychology, the research improves and innovates the traditional teaching mode of ideological and political education in colleges and universities. The results showed that there was no significant difference in SAS score and SCL-90 score between the two groups before teaching ($P > 0.05$). After a period of teaching, the SAS score and SCL-90 score of the students in the research group were significantly lower than those in the control group ($P > 0.05$). Therefore, improving the teaching mode of ideological and political education in colleges and universities based on personality psychology can effectively alleviate students' anxiety and improve students' psychological quality.

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THE IMPACT OF “RURAL REVITALIZATION +” SPORTS CULTURE TOURISM INDUSTRY DEVELOPMENT ON TOURISTS’ PSYCHOLOGICAL BARRIERS BASED ON SOCIAL PSYCHOLOGY

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Background: Social psychology refers to the study of the occurrence and change law of psychology and behavior of individuals and groups in social interaction. Social psychology discusses interpersonal relationships at the individual level and social group level. The research contents at the individual level include: individual socialization process, communication, speech development, partners, the impact of family and living environment and school on individuals. The research contents at the social group level include: group communication structure, group norms, attitudes, racial prejudice, aggressive behavior, customs and culture, etc. Psychoanalytic theory was founded by Austrian psychiatrist Freud at the end of 19th century and the beginning of 20th century. Early theories believed that all human behavior motives were related to sexual instinct and impulse; Behind sex is a sexual potential called “Libido”, which often drives people to pursue pleasure. The later theory holds that people have sexual instinct and self-instinct pointing to the growth and promotion of life, that is, survival instinct, but also death instinct expressed as the desire to kill. Over the past decade, the mortality rate of middle-aged people aged about 50 has increased the fastest, of which 70% is directly due to mental fatigue, work pressure, mental tension, psychological burden, emotional instability, too fast pace of life, too fierce competition and so on. The reasons for this situation are: First, the awareness of physical fitness is relatively weak; Second, it is easy to ignore the combination of work and rest, resulting in long-term mental fatigue; Third, lack of sleep. Therefore, mental fatigue, mental stress and continuous tension will seriously endanger physical and mental health. This kind of harm is multi-link and multi-level, which is difficult to be antagonized by general drugs.

In recent years, China has accelerated the revitalization of rural areas. The pace of development, especially the development of sports and cultural tourism industry, attaches great importance to the development of rural tourism, and has formulated many corresponding measures in terms of policies to promote the development of rural sports and cultural tourism industry. Under this background, many rural villages and mountainous areas with tourism resources have begun to vigorously develop sports and cultural tourism, but due to lack of experience in the development process and insufficient supporting infrastructure and funds, there are many problems in the process of tourism development, such as blind development in pursuit of economic benefits, which has an impact on the development level, competitiveness and environment, which is very unfavorable to the sustainable development of China's tourism development. From the demand level theory, balance theory and conformity theory of social psychology, we can analyze the internal deep-seated reasons for the development of “rural revitalization” sports culture tourism industry. Its essence is to take sports culture as the core connotation, express this culture through tourism forms, and realize the in-depth understanding and specific practice of sports culture in the process of tourism.

Objective: In modern civilized society, people's pace of life is faster and faster, and the pressure of work is also greater and greater. It is very easy to have all kinds of psychological obstacles in life and work. This

paper investigates and analyzes the psychological obstacles and influencing factors of rural sports and cultural tourism participants by studying the ways and methods to promote the development of rural sports and cultural tourism from the perspective of psychology.

Research objects and methods: Using stratified cluster random sampling method, five rural areas were randomly selected for field survey, and 200 tourists of different ages and genders were randomly selected. A total of 200 questionnaires were distributed, and 200 valid questionnaires were recovered, with a recovery rate of 100%.

Research design: Hamilton Anxiety Scale (HAMA) was used to judge the development of rural sports and cultural tourism, and the psychology of tourists was analyzed. The scale can reflect the severity of the disease, including physical anxiety and mental anxiety. If the score is lower than 6, there is no depression; if the score is between 7 and 17, there may be anxiety; if the score is between 14 and 21, there is anxiety; if the score is more than 21, there is significant anxiety.

Methods: The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

Results: The total HAMA score of tourists after the tour was significantly lower than that before the tour ($P < 0.05$), and the factors of mental anxiety and physical anxiety were significantly lower ($P < 0.05$).

Table1. Improvement of tourists' anxiety before and after tourism

Score	Factor		t	P
	Before tourism	After tourism		
HAMA total score	19.16	9.68	2.476	<0.05
Mental anxiety	10.79	5.23	3.401	<0.05
Somatic anxiety	8.27	4.60	3.390	<0.05

Conclusions: Actively cultivate the awareness of sports cultural tourism and improve the information system of sports cultural tourism. The improvement of information system is one of the effective ways to expand the social benefits of sports cultural tourism and improve personal expectations. Only by improving the social benefits and social expectations of sports cultural tourism can we better promote the development of sports cultural tourism. In view of the low popularity and attraction of sports cultural resources in some rural areas, as well as the lack of tourists' understanding of sports cultural tourism, we can strengthen publicity, coordinate the relationship between all aspects, and comprehensively, systematically, deeply and persistently publicize sports cultural tourism. For example, enrich the content and types of sports and cultural tourism projects, develop more tourism projects with both leisure value and economic value, and create different tourism projects according to the needs of tourists of different genders and ages. Only by improving the perceived value of sports culture tourists can we enhance the popularity of sports culture tourism and promote the development of sports culture tourism industry.

Acknowledgement: The research is supported by: This research was funded by the Henan Provincial Research Foundation for Higher Education (Grant No. 21B890009), the Soft Science Research Scheme (Grant No.212100410205), and the Social Science Research Scheme for Higher Education (Grant No. 2022-ZZJH-392). Financial support was also provided by the university grant for research and innovation in the institution.

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THE INFLUENCE OF COLLEGE ENGLISH TRANSLATION AND INFORMATION TEACHING INNOVATION ON COLLEGE STUDENTS' THINKING LOGIC OBSTACLES

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Background: Thinking is the reflection of human brain's indirect generalization of objective things and the highest form of human cognitive activities. The materials obtained from perception form concepts through brain analysis, comparison, synthesis, abstraction and generalization. The whole process is called thinking. Thinking is a pathological state that lacks its inherent logical connection and cannot be understood by normal people, which is called thinking logic disorder. There are many different classifications of thinking disorders, including thinking speed disorder, thinking form disorder, lack of purpose orientation, pathological symbolic thinking and so on. Patients occasionally feel that their thinking does not belong to them, that their thinking activities lose their autonomy, or that they are controlled by external forces, such

as thinking deprivation, thinking insertion, thinking dissemination and other experiences. This classification is suitable for clinical diagnosis, but it focuses on the research of schizophrenic thinking disorder, and pays less attention to organic encephalopathy or other mental thinking disorders. Generally, thinking disorder refers to the abnormality in the amount and speed of thinking association activity. The clinical manifestations of thinking disorder include thinking runaway, thinking slow, thinking poor, thinking broken, thinking loose, thinking interrupted, thinking incoherent, pathological restatement and so on. From the perspective of psychology, thinking obstacles are generally divided into four categories: process obstacles, thinking motivation obstacles, thinking motivation components obstacles and thinking content obstacles.

With the increasing pressure of college students in study, life and employment, there are more and more negative emotions. As a practical subject, college English aims to cultivate students' language communication ability and language application ability, so that students can have a certain understanding of western culture, so as to successfully complete cross-cultural communication. In the past teaching process, teachers used the content of teaching materials as the main carrier to transmit simple theoretical knowledge to students, ignoring students' psychological problems, resulting in the teaching effect not reaching the expectation. In order to meet the requirements of modern teaching, teaching methods must keep pace with the times, integrate practical skill education and quality education, change the traditional concept of training translation talents through advanced educational methods, and cultivate translation talents with cross-cultural communication ability, professional ability, innovation ability and social adaptability, in order to meet the needs of society for high-quality compound applied English translation talents. Teaching innovation in the context of informatization and the application of project teaching methods to classroom practice can improve the problems existing in the traditional teaching mode, bring the richer learning experience to students, improve students' psychological problems, and finally realize the continuous improvement of college students' comprehensive language ability. College students should get rid of their own logical thinking obstacles, such as the inability to accurately grasp the connotation of concepts, the misjudgment of reasoning premise, the inversion of cause and effect and so on. Therefore, it is particularly urgent to analyze the current situation of college students' thinking logic obstacles, find problems in time and take appropriate measures to solve psychological obstacles. This study discusses the methods of college English translation and information-based teaching innovation based on the obstacles of thinking logic. Based on the empirical investigation of college students, this paper analyzes the existing problems and targeted solutions.

Objective: In the process of college English translation and information-based teaching, colleges and universities must focus on the thinking logic obstacles of college students in the process of the English translation. Therefore, this study aims to explore the innovative methods of college English translation and information teaching based on the obstacles of thinking logic.

Research objects and methods: In order to verify the effectiveness of the innovative model of college English translation and information-based teaching, 372 college students were randomly selected for a questionnaire survey. The subjects were randomly divided into experimental group and control group, with 186 people in each group. The experimental group was given the innovative mode of translation and information teaching, and the control group was given the conventional teaching mode. This paper analyzes the effect of innovative teaching of college English translation and information technology on improving students' thinking logical obstacles.

Research design: Taking the thinking logic disorder of college students in English learning as the research direction, the self-designed thinking disorder diagnosis scale is used to evaluate the situation of students' thinking logic disorder. The scale is divided into qualitative and quantitative, with a full score of 10. The qualitative score accounts for 30% of the items on this scale. It mainly evaluates the presence or absence of symptoms. 0 means no data, 1 means no, 2 means suspicious, and 3 means yes. The quantitative score accounts for 70% of the items on this scale. 0 indicates no data, 1 indicates no or normal, 2 indicates suspicious, 3 indicates light, 4 indicates medium, 5 indicates heavy, 6 indicates heavy, and 7 indicates extremely heavy.

Methods: The relevant data were calculated and counted by Excel software and SPSS20.0.

Table 1. Changes in the total score of college students' thinking disorders before and after intervention ($\bar{x} \pm s$)

Time	Total score of thinking disorder		t	P
	Experience group	Control group		
Before teaching	3.15±1.22	3.11±1.29	0.284	0.796
After teaching	2.64±1.16*	3.12±1.24	2.752	0.018

Note: Comparison of this group, * $P < 0.05$.

Results: It can be seen from Table 1 that before the application of the innovative teaching mode of college English translation and information teaching, the total score of thinking disorder between the two groups of college students was not statistically significant ($P < 0.01$). After application, the total score of thinking disorder in the experimental group decreased significantly ($P < 0.01$), while there was no significant change in the control group ($P > 0.05$).

Conclusions: More and more colleges and universities will regard the innovation of teaching and training ideas, the construction of translation technology courses and the reform of translation teaching methods as an essential part of translation teaching innovation. Students' mental health problems should be included in the professional curriculum system, which can also effectively change the teaching ideas of translation teachers and improve the translation ability of college students. In the process of project research and operation, students can continuously improve their language expression ability and application ability, complete the training of highly skilled and high-quality English talents, and improve students' mental health problems.

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THE ROLE OF PROJECT-BASED AND INFORMATION-BASED ENGLISH TEACHING IN IMPROVING STUDENTS' COGNITIVE IMPAIRMENT

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Background: Cognition is a process in which the human brain receives external information, processes it and transforms it into internal psychological activities, so as to obtain knowledge or apply knowledge. Cognition includes memory, language, visual space, execution, calculation, understanding and judgment. When one or more of the above cognitive functions are damaged, it can be identified as cognitive impairment. If it further affects the individual's daily or social ability, it can be diagnosed as dementia. Such as neurasthenia, hysteria, hypochondriasis, climacteric syndrome, depression, obsessive-compulsive disorder, senile dementia, schizophrenia, reactive psychosis, paranoid psychosis, mania, manic depression and so on. Cognitive impairment mainly includes perceptual impairment, memory impairment and thinking impairment. The causes of the above cognitive impairment are various. In addition to organic diseases, most of them are caused by mental disorders. Such as neurasthenia, hysteria, hypochondriasis, climacteric syndrome, depression, obsessive-compulsive disorder, senile dementia, schizophrenia, reactive psychosis, paranoid psychosis, mania, manic depression and so on. With the increasing pressure of college students in study, life and employment, there are more and more negative emotions. According to the data, there were 50 million patients with cognitive impairment worldwide in 2018, and it is predicted that it will increase to more than 80 million in 2030. In the era of information technology, it is an important task for colleges and universities to deepen the reform of English teaching how to use information technology for teaching design of higher vocational English courses with project-based teaching. Some scholars put forward that information-based teaching design is to use systematic methods, take learning as the center, make full use of modern information technology and information resources, and scientifically arrange all links and elements of the teaching process, so as to realize the optimization of the teaching process. Apply information technology to build an information environment, obtain and use information resources, support students' independent inquiry learning, cultivate students' information literacy and improve students' learning interest, so as to optimize the teaching effect. However, there are no effective drugs to improve the symptoms of patients with cognitive impairment. Research shows that physics and cognitive stimulation teaching can effectively alleviate the process of college students' cognitive impairment. Therefore, if the college students' psychological quality is relatively good, it is easy to solve the current college students' psychological problems if the college students' psychological quality is in place and other college students' psychological quality is relatively good. On contrary, it will induce many other psychological problems. Therefore, it is particularly urgent to analyze the current self-awareness of college students, find problems in time and take appropriate measures to solve psychological obstacles. In recent years, the direction of teaching innovation in colleges and universities began to focus on improving students' mental health problems, especially students' cognitive impairment. The purpose of this study is to explore the impact of college English project-based and information-based teaching innovation model on college students' cognitive impairment, and to provide some reference for the rehabilitation treatment of college students

with cognitive impairment.

Objective: Based on psychological theory, to break the original college English teaching material system, integrate and innovate the teaching content, and implement the innovative teaching mode of college English project-based and information-based teaching. It not only meets the needs of students' daily communication, but also improves their interest in learning English, but also effectively improves students' cognitive and psychological problems.

Subjects and methods: 180 college students with cognitive impairment were randomly selected, including 81 girls and 99 boys, with an average age of 20.9±1.4. The subjects were divided into experimental group and control group, with 90 students in each group.

Research design: The experimental group was given the innovative education model of college English project-based and information-based teaching. The control group was given the conventional college English teaching mode. After teaching, the cognitive impairment of the two groups of college students before and after teaching is compared. MMSE scale and ADAS cog scale are mainly used to judge the cognitive impairment of college students before and after teaching innovation education mode education.

Methods: The relevant data were calculated and counted by Excel software and SPSS20.0.

Results: Before teaching, the MMSE scores of the two groups increased significantly and the ADAS cog scores decreased significantly ($P < 0.05$). After teaching, there were significant differences in MMSE and ADAS cog scores between the two groups ($P < 0.05$). As shown in Table 1.

Table 1. Comparison of MMSE and ADAS cog scores between the two groups in different periods

	Group	Experience group	Control group	<i>P</i>
MMSE	Before teaching	20.08±2.51	20.28±2.14	0.585
	After teaching	25.31±2.71*	22.19±3.18*	0.030
ADAS-cog	Before teaching	19.94±2.58	19.85±2.47	0.368
	After teaching	13.46±1.84*	17.67±2.25*	0.022

Note: Compared with the baseline MMSE or ADAS cog score of this group, * indicates $P < 0.05$.

Conclusions: English teaching reform in higher vocational colleges is a long-term project, which needs the cooperation and support of teachers and students. In the context of informatization, using a project-based teaching method to carry out English teaching requires teachers to continuously improve their informatization teaching level and set up projects closely combined with teaching contents for students on the basis of fully understanding students' psychological status and learning needs. In the process of project research and operation, students can continuously improve their language expression ability and application ability, complete the training of high-skilled and high-quality English talents, and improve students' mental health problems, especially students' cognitive impairment.

Acknowledgement: The research is supported by: 2020 Jiangsu Social Science Application Project-Foreign Language Project "Higher Vocational English Project-Based Learning Practice" (No. 20SWC-49); "PBL Based Research on Public English Teaching Model in Vocational Colleges" (No. 2020SJB1311), 2020; 2020 YPI Educational and Teaching Reform Project", the Application of Higher Vocational English Project-Based Learning" (No. 2020XJG55).

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THE INTEGRATION OF MODERN ART DESIGN AND FOLK ART IN THE CONTEXT OF COGNITIVE IMPAIRMENT

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Background: Cognitive impairment belongs to mental disorders, mental diseases, cognitive defects or abnormalities. The first is sensory impairment, such as sensory allergy, sensory retardation, internal discomfort, sensory deterioration, sensory deprivation, pathological illusion, hallucination and sensory comprehensive disorder. Second, memory impairment, such as strong memory, memory defect and memory error. The third is thinking obstacles, such as abstract generalization process obstacles, association process obstacles, thinking logic obstacles, delusions and so on. There are many reasons for the above cognitive impairment, most of which are caused by mental disorders, except for organic diseases. Such as neurasthenia, hysteria, hypochondriasis, climacteric syndrome, depression, obsessive-compulsive disorder,

senile dementia, schizophrenia, reactive psychosis, paranoid psychosis, mania, manic depression and so on. Modern art design has an important relationship with the development of the times, especially after China's reform and opening up, foreign art ideas follow, and cultural exchanges have been formed, which has also created the style of modern art design. Folk art is not only an integral part of China's folk culture, but also the root and foundation of modern art design style creation. Therefore, folk art also affects the development of modern art design. The integration between the two can form a new artistic style, which not only retains the development characteristics of the times, but also reflects the connotation of folk culture. Although there are some differences between the two, they can also be organically integrated, show the unique charm of folk art, promote the development of modern art design, pursue the ultimate beauty, and add some philosophical ideas. To continuously improve the development of modern art design, we must integrate with folk art. With the help of the role and value of folk art, we can not only retain the characteristics of modern art design, but also increase its practicality and artistry, convey more humanistic spirit and highlight China's traditional history and culture. Research shows that the integration of modern art design and folk art can make patients with cognitive impairment relax physically and mentally and bring them unique feelings. Some scholars predict that the number of patients with cognitive impairment will increase to more than 80 million in 2030. Although there is no effective drug to improve the symptoms of patients with cognitive impairment, the symptoms of cognitive impairment can be alleviated through art forms. In the process of cultural tourism, people enjoy their hearts through the aesthetics of modern art and folk art, so as to reduce the psychological pressure of transformation to a great extent, especially the problem of cognitive impairment. People can make conventional empirical judgment on the benefits of art to mental health. However, there are still few research materials on the impact of the integration of modern art design and folk art on the elements of cognitive impairment.

Objective: There are some differences between modern art design and folk art, with strong internal relations. It can even be said that folk art has brought inspiration to modern art. Therefore, the full integration between the two can be realized. The purpose of this study is to explore the impact of the integration of modern art design and folk art on patients with cognitive impairment, and to provide some reference for the rehabilitation treatment of patients with cognitive impairment.

Research objects and methods: This study mainly analyzes the changes of patients with cognitive impairment under the integration and development of modern art design and folk-art connotation. 200 patients with cognitive impairment were divided into control group (100 cases) and observation group (100 cases). The observation group was given the treatment scheme of the integration mode of modern art design and folk-art connotation, and the control group was given the routine treatment scheme.

Research design: Before and after the integration of modern art design and folk art, the simple mental state examination scale (MMSE) was used for evaluation, including memory, attention, understanding and time orientation, with a total score of 0-30, which is directly proportional to ability. The ability of daily living is used for evaluation, which involves eating, dressing, grooming, toilet and other dimensions. The total score is 0-100, and the score is directly proportional to the ability. Judge the effect of the integration of modern art design and folk art on patients with psychological cognitive impairment.

Methods: The relevant data were calculated and counted by Excel software and SPSS20.0.

Results: There was no significant difference in MMSE score and ADL score between the two groups before intervention ($P > 0.05$). However, after the intervention, the score of the observation group was significantly higher than that of the control group ($P < 0.05$). As shown in Figure 1.

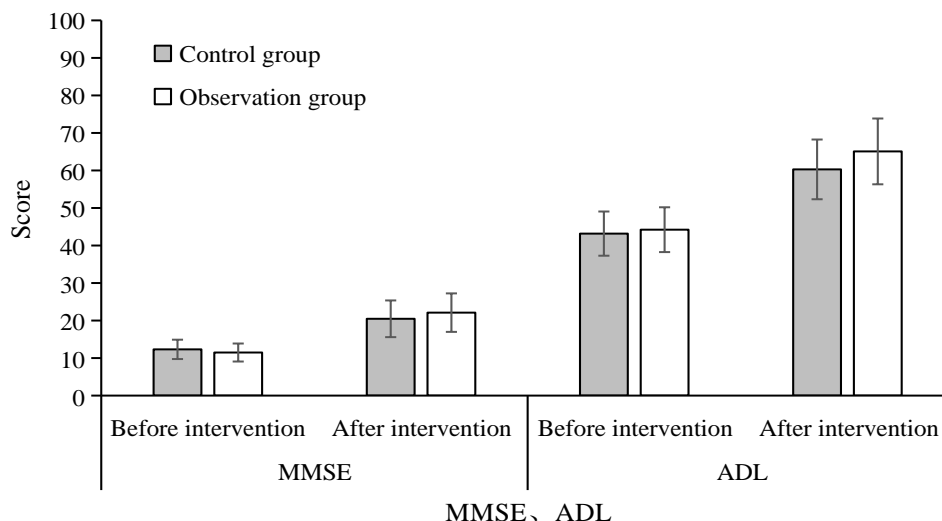


Figure 1. The improvement effects of the two groups after intervention were compared

Conclusions: Mental health is not only an issue that we must pay attention to, but also a factor that designers must focus on. Although any design will always leave regrets and it is difficult to be comprehensive, by studying the essence of the interaction between design and mental health, we can realize and meet people's needs for the health of the first element of survival as much as possible. There are some differences between modern art design and folk art, with strong internal relations. It can even be said that folk art has brought inspiration to modern art, and the two can be fully integrated. Folk art can provide sufficient inspiration or creative resources for modern art design, which is also the important role and value of folk art. It can constantly expand the thinking of modern art design, create a design style with both modern sense and folk innocence, and inherit the connotation of folk art.

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RESEARCH ON THE CONSTRUCTION OF DISCOURSE POWER OF IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology belongs to pedagogy. It mainly studies various psychological phenomena and their changes in the process of educators learning and mastering knowledge and skills under the influence of education and teaching. Educational psychology can be applied to designing courses, improving teaching methods, promoting motivation and helping students face the difficulties and challenges they face in the process of growth, with special attention to students with special educational needs. Such as the first response effect, so that students can leave a good first impression and stimulate students' interest in learning when receiving ideological and political education. Secondly, positive psychology in educational psychology can enable students to overcome difficulties with an optimistic and positive attitude when facing difficulties and challenges in life. Educational psychology is a science that studies the basic psychological laws of teaching and learning in education and teaching situations. It mainly studies the psychological process of the interaction between teachers and students and the psychological phenomenon in the process of teaching and learning. Educational psychology should focus on studying various psychological phenomena and their development laws under the influence of education and teaching, and establish its own theoretical system in combination with reality, so as to directly promote the reform of education and teaching, improve the quality, and achieve the most ideal development level of students with the best effect. In addition, there are many viewpoints in educational psychology that can be applied to ideological and political education and can play a good role. Ideological and political education is a basic course for teaching and educating people, moral construction and cultivating excellent talents in colleges and universities. Its main purpose is to cultivate students' moral quality and correct students' wrong ideological understanding, so as to improve students' comprehensive quality as a whole. With the continuous progress of science and technology, the way of ideological and political education in colleges and universities is also changing. It is necessary to constantly adapt to the changes of the times, solve the problems faced at present, ensure the effectiveness of education, innovate the mode in line with the current ideological and political education work, and improve the educational methods, which are the topics of the times faced by the ideological and political education in colleges and universities. It is necessary to study the related problems and promotion paths of the discourse power of ideological and political education in colleges and universities from the perspective of educational psychology, and analyze the problems faced from the two aspects of educators and student. At present, many viewpoints in educational psychology have been used in ideological and political education and have played a great role.

Objective: With the development of society and the state's attention to ideological and political education, the development of ideological and political education in colleges and universities has attracted more and more attention from all aspects. How to find a practical way the development of ideological and political education in colleges and universities is a problem we need to pay attention to and explore. This study integrates psychology into ideological and political education in order to improve the discourse power of ideological and political education.

Research objects and methods: 400 questionnaires were randomly sent to college students in a university through the synchronous distribution of questionnaires online and offline. The content of the

questionnaire is how to view the discourse power of ideological and political education from the perspective of educational psychology. The final valid questionnaire is 350. The 350 students were randomly divided into the control group and experimental group, with 175 students in each group. The control group was given routine ideological and political teaching, and the experimental group was given the education method after the reconstruction of the discourse right of ideological and political education.

Research design: Before and after teaching, all subjects were investigated with the Index of Well-Being (IWB) questionnaire, which was mainly used to investigate the happiness experienced by students before and after class. All items adopt the 7-level scoring method. The weight of the emotion index is 1 and the score is 1-7. The higher the score, the more hopeful it is. On the contrary, the more hopeless it is.

Methods: The relevant data were calculated and counted by Excel software and SPSS20.0.

Results: Before teaching, the total scores of emotion index, life satisfaction and subjective well-being index between the two groups were not statistically significant ($P > 0.05$). After teaching, the total scores of emotion index, life satisfaction and subjective well-being index in the experimental group were significantly higher than those in the control group ($P < 0.001$). It shows that colleges and universities have higher effect and application value than conventional teaching after applying the education mode reconstructed by the discourse power of ideological and political education.

Table 1. Comparison of indicators between the two groups before and after teaching

Score		Experience group	Control group	<i>t</i>	<i>P</i>
Affective index score	Before teaching	5.18±0.89	5.22±0.89	0.774	0.467
	After teaching	5.87±0.42	5.14±1.08	14.492	<0.001
Life satisfaction score	Before teaching	4.85±1.23	4.95±1.22	1.238	0.238
	After teaching	5.82±0.83	5.16±1.24	8.619	<0.001
Total score of happiness index	Before teaching	10.14±2.15	10.65±1.98	0.117	0.227
	After teaching	12.41±0.95	10.71±2.37	12.116	<0.001

Conclusions: Educational psychology can provide teachers with a powerful weapon. Using the theory of educational psychology, we can have insight into students' psychology, design teaching methods in line with students' cognitive style, teach students according to their aptitude, carry out targeted teaching, cultivate students' interest and enthusiasm in class, so that students can better absorb classroom knowledge and improve classroom performance. The full application of educational psychology in ideological and political education in colleges and universities can respond to the call of national ideology, better improve the teaching quality of colleges and universities, drive the school to educate people with culture, psychology and moral education, and cultivate talents with all-round development of morality, intelligence, physique, beauty and labor from a higher level.

Acknowledgement: The research is supported by: National Social Science Fund Project "Research on Ideological Security Governance in Colleges and Universities in the Era of Big Data" (No.20BKS144); Phased Achievements of the Humanities and Social Sciences Planning Fund Project of the Ministry of Education "Research on the Construction of the Discourse Power of China's Mainstream Ideology in the New Media Era" (No.19XJA71006).

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THE INFLUENCE OF TEACHING REFORM PRACTICE OF IDEOLOGICAL AND POLITICAL CONSTRUCTION IN COLLEGES AND UNIVERSITIES ON COLLEGE STUDENTS' COGNITIVE IMPAIRMENT

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Background: Cognition is a process in which the human brain receives external information, processes it and transforms it into internal psychological activities, so as to obtain knowledge or apply knowledge. It includes memory, language, visual space, execution, calculation, understanding and judgment. Cognitive impairment refers to the impairment of one or more of the above cognitive functions and affects the individual's daily or social ability, which can be diagnosed as dementia. The human brain involves a wide range of cognitive functions, including learning, memory, language, movement, thinking, creation, spirit,

emotion, etc. Therefore, the manifestations of cognitive impairment are also diverse. These manifestations can exist alone, but they often appear together. Rehabilitation of cognitive function. Clinically, cognitive impairment is classified, such as executive dysfunction, memory impairment, visuospatial disorder, etc. targeted and repeated training is adopted, and attention is paid to purpose and interest in training, so as to make it easier for patients to accept. Research shows that the integration of ideological and political education into teaching mode in college curriculum can effectively improve the symptoms of patients with cognitive impairment and bring unique feelings.

Ideological and political education in the curriculum is to integrate ideological and political education into curriculum teaching, find the relationship between professional knowledge and ideological and political education content, realize the introduction of ideological and political education-related content in the process of curriculum development, and realize the educational purpose through the infiltration of various disciplines. In 2016, the national conference on ideological and political work in colleges and universities stressed the need to make all kinds of courses go hand in hand with ideological and political theory courses to form synergy. At present, many domestic colleges and universities are still in the exploratory stage for the integration of ideological and political education and various disciplines, and do not make effective use of teaching resources. Some teachers still only pay attention to students' professional knowledge and practical skills, and their understanding of ideological and political education is still limited. Some scholars pointed out that it is very necessary to integrate ideological and political education into college courses and find the internal relationship between them, so as to better help students learn engineering courses and improve students' bad negative emotions at the same time. Research shows that the integration of ideological and political education into teaching mode in the college curriculum can effectively improve the symptoms of patients with cognitive impairment and bring unique feelings. According to the requirements of the Ministry of education, colleges and universities should take Marxism as the teaching position, cultivate students' scientific cognition in engineering majors such as circuits, and improve students' ability to analyze and understand problems. In the process of learning, college students integrate ideological and political education into the teaching of college courses to delight their hearts, so as to reduce the psychological pressure of transformation to a great extent, especially the problem of cognitive impairment.

Objective: In order to better integrate ideological and political education into college curriculum teaching, aiming at the symptoms of college students' cognitive impairment, this study integrates ideological and political education into conventional curriculum teaching, and constructs a college curriculum ideological and political integration teaching model, hoping that this teaching model can improve college students' cognitive impairment.

Subjects and methods: In a regional university, 100 students with anxiety disorder were randomly selected, regardless of gender, age and major. 100 subjects were randomly divided into the control group and experimental group, with 50 people in each group. The experimental group was given the teaching mode of integrating ideological and political education into the curriculum, and the control group was given conventional traditional teaching. In the teaching process, teachers treat all subjects objectively and equally.

Research design: The intervention time was 2 months. The cognitive impairment of college students before and after the intervention was compared. The cognitive impairment of college students before and after the intervention was judged by using the Neuropsychiatric Inventory Questionnaire (NPI-Q) and Alzheimer's Disease Cooperative Study ADL Scale (ACDS-ADL).

Methods: The relevant data were calculated and counted by Excel software and SPSS20.0.

Results: The baseline scores of ACDS-ADL in the experimental group and the control group decreased significantly in the first and second months ($P < 0.05$). The ACDS-ADL scores of the experimental group at the first and second months were significantly lower than those of the control group ($P < 0.05$).

Table 1. Comparison of ACDS-ADL scores between the two groups in different periods

Group	Baseline	Month 1	Month 2
Experience group	64.59±7.54	56.24±7.56*	54.75±8.13*
Control group	66.37±8.47	60.17±9.20*	57.16±10.35*
<i>t</i>	2.092	4.048	0.039
<i>P</i>	0.529	5.168	0.034

Note: Compared with the baseline ACDS-ADL score of this group, * $P < 0.05$.

Conclusions: Improve psychological adjustment, let students understand their psychological state through the teaching of the course, master the methods of self-regulation, and improve the ability to deal with setbacks, so as to enhance the ability of social adaptation. Train students to adjust their mental state, provide students with methods to maintain their mental health, and help students establish correct

communication psychology. The integration of ideological and political education into teaching helps college students establish a correct world outlook, outlook on life and values. After freshmen enter the school, we use the freshmen survey to focus on students with family changes, emotional frustration and abnormal emotions. Through the integration of ideological and political education into teaching, we can correctly guide freshmen to correctly treat setbacks and pressures. Regularly carry out campus activities conducive to students' physical and mental health, guide students to actively pay attention to their own mental health, and lay a solid psychological foundation for the all-round development of students.

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THE INFLUENCE OF THE FORMULATION OF LAWS AND REGULATIONS AND LEGAL SANCTIONS ON PATIENTS WITH COGNITIVE IMPAIRMENT

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Background: It is a series of processes involving the acquisition of knowledge, emotion and cognition of the body. Cognitive impairment refers to the pathological process of abnormal brain advanced intelligent processing related to the above learning, memory and thinking judgment, resulting in serious learning and memory impairment, accompanied by aphasia or apraxia, or agnosia or anorexia. The basis of cognition is the normal function of cerebral cortex. Any factor that causes the abnormal function and structure of cerebral cortex can lead to cognitive impairment. Because the function of the brain is complex and different types of cognitive impairment are interrelated, that is, cognitive problems in one aspect can cause cognitive abnormalities in another or more aspects. Therefore, cognitive impairment is one of the most difficult problems in the diagnosis and treatment of brain diseases. There are many reasons for cognitive impairment, most of which are caused by mental disorders, except for organic diseases. Such as neurasthenia, hysteria, hypochondriasis, climacteric syndrome, depression, obsessive-compulsive disorder, senile dementia, schizophrenia, reactive psychosis, paranoid psychosis, mania, manic depression and so on. Perceptual disorders, such as hypersensitivity, hypoesthesia, internal discomfort, sensory deterioration, sensory deprivation, pathological illusion, hallucination and perceptual comprehensive disorder. Memory impairment, such as strong memory, memory defect and memory error. Thinking obstacles, such as abstract generalization process obstacles, association process obstacles, thinking logic obstacles, delusions, etc.

The direct purpose of creating law is the implementation of law, which requires people to abide by the law. The formulation of laws and regulations and legal sanctions complement each other, which can be seen as the relationship between legal responsibility and legal sanctions. Both belong to the basic category of law. They are also concepts that must be fully grasped and highly valued in the operation of law. They are an extremely important issue in legal theory and legal practice. There are both connections and differences between legal liability and legal sanctions, which are different in concept, basis, and the two are not - corresponding, but complement each other. Legal responsibility is the transformation of the subject role of the corresponding content of legal obligations. The "primary legal obligations" undertaken by the obligor to others correspond to state power. Because the formulation of laws and regulations and legal sanctions complement each other, people in law related fields can work better and improve their mental health problems. Studies have shown that the formulation of laws and regulations and legal sanctions complement each other, can bring unique feelings to patients with cognitive impairment, and can effectively alleviate the symptoms of patients. Some scholars predict that the number of patients with cognitive impairment will increase to more than 80 million in 2030. Although there are no effective drugs to improve the symptoms of patients with cognitive impairment, they can alleviate the symptoms of cognitive impairment through other forms, so as to reduce the pressure of transformation to a great extent, especially the problem of cognitive impairment.

Objective: At present, the formulation of relevant laws and regulations and legal sanctions at home and abroad have less reports on patients with cognitive impairment, and the two can be fully integrated. The purpose of this study is to explore the impact of the formulation of laws and regulations and legal sanctions on patients with cognitive impairment, and to provide some reference for the rehabilitation treatment of patients with cognitive impairment.

Research objects and methods: This study adopts the way of questionnaire to analyze the changes under the complementary of laws and regulations and legal sanctions. The 400 patients with cognitive impairment in a detention center were divided into the control group (200 cases) and the observation group (200 cases). The observation group was given the complementary treatment scheme of the formulation of

laws and regulations and legal sanctions, and the control group was given the routine treatment scheme.

Study design: The intervention time was 2 months. The cognitive impairment before and after the intervention was compared. The cognitive impairment of all subjects was judged by Neuropsychiatric Inventory Questionnaire (NPI-Q) and Alzheimer's Disease Cooperative Study-Activity of Daily Living scale (ADCS-ADL).

Methods: The relevant data were analyzed by Excel and SPSS20.0 for calculation and statistics.

Results: The ACDS-ADL scores of the observation group at the first and second months were significantly lower than those of the control group ($P < 0.05$).

Table 1. Comparison of ACDS-ADL scores between the two groups in different periods

Group	Experience group	Control group	<i>t</i>	<i>P</i>	
ADCS-ADL	Baseline	64.58±7.53	66.36±8.46	2.081	0.518
	Month 1	56.23±7.54	60.15±9.18	4.037	0.037
	Month 2	54.74±8.12	57.15±10.34	0.041	0.036

Conclusions: Legal responsibility is different from political responsibility and moral responsibility. It is stipulated by law and investigated by certain state organs according to law. When necessary, it is guaranteed to be implemented by national coercive force. Legal liability can be divided into the following four types according to the different nature of the act: civil liability, criminal liability, administrative liability and unconstitutional liability. Generally speaking, legal liability arises from illegal acts, but in terms of administrative liability and civil liability, in addition to the legal liability arising from illegal acts, there is no fault liability. Civil liability also includes liability arising from breach of contract.

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INNOVATIVE EXPLORATION ON THE PRACTICE OF IDEOLOGICAL AND POLITICAL EDUCATION OF COLLEGE STUDENTS FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology belongs to the category of social psychology, which mainly studies human learning, the effect of educational intervention, teachers' teaching psychology and so on. Educational psychology applies psychological theory and teaching practice results in the process of education. This theory can be applied to curriculum design and improve learning motivation to help students overcome various difficulties in the process of learning. Educational psychology is a social psychology that studies human learning, the effect of educational intervention, teaching psychology and school organization in the educational context. The focus of educational psychology is to apply the theory or research results of psychology to education. Educational psychology can be applied to designing courses, improving teaching methods, promoting learning motivation and helping students face various difficulties and challenges in the process of growth. The terms "educational psychology" and "school psychology" are often used interchangeably, but usually those engaged in theoretical work and research tend to be called educational psychologists, while those engaged in practical work in schools or school related places are classified as school psychologists. Educational psychology pays attention to how students learn and develop, and pays special attention to students with special educational needs in practical work. Through the relationship with other disciplines, it is also helpful to understand educational psychology. First of all, educational psychology is based on psychology. The relationship between the two disciplines is like the

relationship between medicine and biology, or engineering and physics. Then, from educational psychology, many special fields can be developed to study educational problems, including instructional design, educational technology, curriculum development, organizational learning, special education and classroom management.

The purpose of cultivating students in colleges and universities is to enable students to get all-round development, learn relevant professional knowledge and operating skills, and have innovative consciousness and professional ethics. Based on the theory of educational psychology, the practice of ideological and political education for college students will help to improve the professional ability of college students. Through the study of this theory, we can more clearly understand our professional knowledge structure, promote the study of professional knowledge and promote the development of the rationality of teaching practice. Ideological and political education is a basic course for teaching and educating people, moral construction and cultivating excellent talents in colleges and universities. Its main purpose is to cultivate students' moral quality and correct students' wrong ideological understanding, so as to improve students' comprehensive quality as a whole. With the continuous progress of science and technology, the way of ideological and political education in colleges and universities is also changing. It is necessary to constantly adapt to the changes of the times, solve the problems faced at present, ensure the effectiveness of education, innovate the mode in line with the current ideological and political education work, and improve the educational methods, which are the topics of the times faced by the ideological and political education in colleges and universities. College teachers can promote the all-round development of students by integrating educational psychology into ideological and political education. In the process of teaching, teachers should pay attention to the psychological quality of students, learn to transpose thinking, analyze students' psychology, learning situation and life needs through educational psychology, dredge students' psychological problems, and work out better solutions at the same time.

Research objects and methods: 400 college students with communication adaptation disorder in 10 schools in an area were randomly selected to conduct a questionnaire survey. The students were randomly divided into experimental group and control group, with 200 students in each group. The experimental group was given ideological and political education based on educational psychology for 2 months. The control group received routine education within 2 months.

Research design: The organic combination of mental health education and ideological and political education can establish a positive, healthy and optimistic life consciousness for students. Under the joint action of the two, students can actively use their own wisdom and knowledge to build a harmonious value, outlook on life and world outlook. In addition, the combination of mental health education and ideological and political education is also conducive to help students understand and correct their own mistakes, and can effectively play the positive role of ideological and political education.

Methods: The relevant data were calculated and counted by Excel software and SPSS20.0.

Results: Before teaching, the scores of the two groups were not statistically significant ($P > 0.05$), which reflected that the two groups were comparable before teaching. After teaching, the scores of the experimental group were significantly higher than those before the experiment ($P < 0.05$). After teaching, the scores of all indexes in the experimental group were significantly higher than those in the control group ($P < 0.05$). It shows that colleges and universities have higher effect and application value than conventional teaching after applying the education mode reconstructed by the discourse power of ideological and political education.

Table 1. Comparison of the total score of happiness index between the two groups ($\bar{x} \pm s$)

Score		Experience group	Control group	<i>t</i>	<i>P</i>
Total score of happiness index	Before teaching	10.34±2.19	10.76±1.91	0.271	0.308
	After teaching	12.51±1.05	10.53±2.33	11.857	0.000

Conclusions: Ideological and political teachers in higher vocational colleges should actively guide college students in the process of self-moral cultivation and social practice, adhere to the unity of moral code theory and their own practical actions, adhere to the unity of inheriting glorious traditions and carrying forward the spirit of the times, adhere to the unity of transforming the objective world and the subjective world, and adhere to the unity of strengthening personal moral cultivation and receiving education guidance. Internalize the power of example into the driving force of their own practical actions, consciously practice moral norms, make moral norms become personal moral quality and value standard, constantly improve their moral cultivation, and become a person with noble moral quality.

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RESEARCH ON TEACHING INNOVATION TEAM OF TEACHERS IN HIGHER VOCATIONAL COLLEGES FROM THE PERSPECTIVE OF RECONSTRUCTION OF GRASS-ROOTS TEACHING ORGANIZATION UNDER THE BACKGROUND OF COGNITIVE IMPAIRMENT

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Background: Cognitive impairment theory refers to the abnormal state of thinking and memory in the brain, which will lead to serious memory and learning disabilities, and even develop into aphasia, apraxia, cognitive loss, disability and other problems. The mental status of patients with cognitive impairment is closely related to their attitudes, values, beliefs, concepts and other factors in their cognitive system. Cognitive impairment will have a very significant impact on people's learning and work. In the process of teachers' teaching team construction in higher vocational colleges, cognitive impairment is manifested in insufficient organizational construction measures, unreasonable formulation of organizational objectives, unreasonable organizational construction logic and so on. The teaching team of teachers' teaching innovation team in higher vocational colleges still cannot meet the requirements, full-time teachers do not make cross-border choices according to the value chain and industrial chain, and part-time teachers are mostly managers at the level of enterprise managers. The lack of organizational objectives is mainly reflected in the lack of in-depth understanding of the internal attributes of grass-roots teaching organizations, and the lack of awareness in building a high-level school enterprise community with a shared future. The construction of teachers' teaching innovation team in higher vocational colleges focuses on the performance evaluation and external incentive of teachers by schools or upper-level organizations.

The goal of teachers' teaching innovation team in higher vocational colleges is to cultivate technical and skilled talents. The construction platform is a professional group, and the members are teachers with complementary skills, shared responsibilities and division of labor and cooperation. Compared with the traditional professional teacher team, the teaching innovation team of teachers in higher vocational colleges is reconstructed from the perspective of grass-roots teaching organization in combination with the types of vocational education. The teaching innovation team of teachers in higher vocational colleges has the following characteristics: a community of high-level schools and enterprises, a community of high-efficiency teachers' professional development, and a community of high-quality technical and skilled talents. The importance of teachers' teaching innovation team in higher vocational colleges is embodied in the following aspects. First, teachers' teaching innovation team can become an important organizational guarantee for the implementation of vocational education reform strategy in the new era. Through a reasonable grass-roots teaching organization, we can reasonably optimize the allocation of resources, which can not only stimulate the enthusiasm of teachers, but also give play to the effect of teaching team. Second, teachers' teaching innovation team is the internal demand of teaching organization construction in higher vocational colleges. The principle of teachers' teaching innovation team in higher vocational colleges is the combination of full-time and part-time and school enterprise cooperation. It deepens the integration of industry and education and constructs the division and cooperation mechanism of modular teaching, which is conducive to cultivating students' comprehensive professional ability and implementing action-oriented teaching system. Thirdly, teachers' teaching innovation team has become an important strategy for teachers' professional development in higher vocational colleges. The construction of teachers' teaching innovation team is conducive to the formation of full-time and part-time teachers.

Objective: This paper analyzes the role of higher vocational college teachers' teaching innovation team construction on cognitive impairment from the perspective of grass-roots teaching organization reconstruction under the background of cognitive impairment, in order to improve the quality of higher vocational college teachers' teaching innovation team construction and provide effective theoretical basis

and practical path for the construction of higher vocational college teachers' teaching innovation team.

Research objects and methods: Teachers with different degrees of cognitive impairment in two higher vocational colleges in a certain region are selected as the research object. The role of teachers' teaching innovation team construction in higher vocational colleges on teachers' cognitive impairment is analyzed through the algorithm of ordering points to identify the clustering structure (options). The number of teachers selected in each school is 30. Select researchers, including grade directors, teaching directors, secretaries, vice-principals, principals and other personnel, and evaluate the results through the degree of improvement. The evaluation contents include language ability, attention, memory ability and memory ability. The final result is the average score of all participants in the two schools. The improvement level is divided into five levels: obvious improvement, better improvement, improvement, little improvement and no improvement. The corresponding scores of the five levels are 0-20, 21-40, 41-60, 61-80 and 81-100.

Methods: This paper uses Excel statistical software to analyze the role of teachers' teaching innovation construction in higher vocational colleges on cognitive impairment from the perspective of the reconstruction of grass-roots teaching organizations under the background of cognitive impairment.

Results: Table 1 refers to the role of the innovative construction of teachers' teaching teams in higher vocational colleges on cognitive impairment from the perspective of the reconstruction of grass-roots teaching organizations. It can be seen from Table 1 that the innovative construction scheme of teachers' teaching team in higher vocational colleges has a very high improvement effect on the cognitive impairment of teachers in both schools. The satisfaction of language ability, attention, memory ability and memory ability are 76.67%, 13.30%, 70.00% and 86.67% respectively.

Table 1. The effect of innovative construction of teachers' teaching team in higher vocational colleges on cognitive impairment from the perspective of reconstruction of teaching organization

Attribute	Language ability	Attention	Memory ability	Recall ability
Significant improvement	12	13	14	13
Better improvement	6	5	3	6
Improve	5	4	4	7
A little improvement	4	4	3	2
No improvement	3	4	6	2

Conclusions: The innovative construction scheme of teachers' teaching team in higher vocational colleges from the perspective of the reconstruction of grass-roots teaching organization has an obvious improvement effect on cognitive impairment. The scheme can be applied to the innovative construction of follow-up teachers' teaching team and improve the level of team innovation construction.

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DISCUSSION ON THE DEVELOPMENT DIRECTION AND ENERGY SUPPLY MODE OF ELECTRIC VEHICLES UNDER COGNITIVE IMPAIRMENT

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Background: Cognitive impairment refers to the abnormal knowledge processing of the human brain in the process of thinking, judgment and learning. The body is usually characterized by memory function and learning dysfunction, and even pathological behaviors such as loss of line, recognition and use. The causes of cognitive impairment can be summarized into three aspects: chronic brain injury, chronic systemic diseases, mental and psychological abnormalities. Cognitive impairment can be divided into thinking disorder, memory disorder and perception disorder. Thinking obstacles are manifested in delusions, thinking logic obstacles, association process obstacles, abstract generalization stage obstacles, etc. Memory impairment can be manifested as memory error, memory fragment loss, memory enhancement and so on. Perceptual disorder can be manifested as perceptual comprehensive disorder, sensory sensitivity, sensory retardation and so on. At present, there are very serious problems in the development direction and energy

supply mode of electric vehicles, which is closely related to cognitive impairment. The development stage of electric vehicle is determined by the characteristics of energy supply, construction scale and technical level. It can be divided into demonstration application stage and promotion maturity stage. At present, the main problems existing in the development of electric vehicles are low performance of power batteries, weak energy supply infrastructure, insufficient perfection of market mechanism and lack of relevant policies for the development of electric vehicles.

When the relevant leaders in the automotive energy industry are in the context of cognitive impairment, it will seriously hinder the development of electric vehicles and restrict the innovation of energy supply mode. At present, the low performance of power batteries in the electric vehicle industry will seriously limit the development of electric vehicles. There are great differences in the performance of battery cells, which will not significantly improve the cycle life of the assembled battery. The construction of energy supply infrastructure is not enough, and the relevant standard system has not been strongly supported by the government. In terms of market development mechanism, the development of designated areas of public service electric vehicles highly depends on government financial support, and there is no corresponding business model, while the development of micro electric vehicles has great difficulties in organization and management. The policy for the development of electric vehicles has not been improved, and only pilot operations have been carried out in several cities. In the context of the bottleneck in the development of the electric vehicle industry, relevant leaders need to strive to improve their level of cognitive impairment, and the energy supply mode of electric vehicles needs to be improved in a large range, as follows. The single cycle life of lithium-ion battery reaches more than 1000 times, but its performance still needs to be further improved. In the mature stage of promotion, the dominant force of the development mode of electric vehicles is the market. The use of electric vehicles has increased significantly, and the corresponding energy supply facilities are gradually improved, mainly to solve the intelligent interaction between power grid and electric vehicles and the combination of power grid and electric vehicle energy storage.

Objective: This paper discusses the development direction of electric vehicles and the role of energy supply mode on the cognitive impairment of relevant personnel in the electric vehicle industry, in order to provide new ideas and directions for the future development of electric vehicles and energy supply mode.

Research objects and methods: Select the relevant personnel in the electric vehicle industry with different cognitive impairment as the research object, and analyze the effect of the constructed electric vehicle energy supply mode on the population with cognitive impairment through the representative clustering using representative (cure) algorithm. The modes include the energy supply mode of micro electric vehicles and the energy supply mode of public service vehicles, and the number of relevant people is 50. The evaluation content includes four aspects: language ability, attention, memory ability and memory ability. The evaluation results are expressed by improvement degree and membership degree. Any number whose membership degree is [0,1]. The closer the value is to 1, the higher the membership degree is. The degree of improvement is divided into three levels: very improved, improved and non-improved.

Methods: This study uses Excel statistical software to analyze the development direction of electric vehicles and the impact of energy supply mode on cognitive impairment.

Results: Table 1 refers to the impact of energy supply mode of micro electric vehicles on cognitive impairment. It can be seen from Table 1 that the energy supply mode of micro electric vehicles has high recognition in four aspects: language ability, attention, memory ability and memory ability of relevant personnel in the electric vehicle industry. This shows that the energy supply mode of the micro electric vehicle can maximize the service life of the battery.

Table 1. Influence of energy supply mode of micro electric vehicle on cognitive impairment

Attribute	Language ability	Attention	Memory ability	Recall ability
Very improved	18	20	19	22
Improve	21	21	20	19
No improvement	11	9	11	9

Conclusions: The energy supply mode of electric vehicle constructed by the research has a good improvement effect on cognitive impairment. In the future, the two energy supply modes can be applied to the reform and optimization of electric vehicle industry.

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RESEARCH ON THE INNOVATION OF TRAINING PATH SYSTEM OF PRESCHOOL TEACHERS IN COLLEGES AND UNIVERSITIES UNDER THE OBSTACLE OF COMMUNICATION AND ADAPTATION

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Background: Communication disorder is a common psychological problem, which can lead to people's mental tension, anxiety and other bad emotions. In the field of psychology, the counselor's financial ability, language expression ability and communication ability can usually be tested through social function. According to different types of communication barriers, communication barriers can be divided into physical barriers, psychological barriers, language barriers, cultural barriers, environmental barriers, status barriers and number barriers. Physical disorder refers to that the information transmitted by the body information expresses the wrong point of view. Most people will have different degrees of physical obstacles, which can pass the thematic apperception test. Psychological disorder is an obstacle in the process of communication caused by poor expression. This kind of communication disorder can be divided into two types: long-term persistent psychological disorder and stress psychological disorder. Language barrier refers to the communication barrier caused by local language, which needs continuous adaptation and learning to overcome. Cultural barriers refer to the customs and cultural differences arising from different regions and countries, which exist and cannot be eliminated. Environmental barriers refer to the fixed habits and behaviors caused by different environments, and then the communication barriers. The influence of professionals is limited by their status. The number barrier refers to the different states produced in different occasions. Efficient communication needs continuous learning and efforts, which is of great significance in the education and training of preschool teachers in colleges and universities.

The teaching level of preschool teachers in colleges and universities is closely related to the current situation of national education development. It is not only the concentrated expression of a country's comprehensive quality, but also the embodiment of international politics and economy. At present, there are the following problems in the team of preschool teachers in colleges and universities. First, there are great differences in the quality level of preschool teachers' team. Teachers have limited cultural knowledge, few professional ethics training courses, weak language expression ability and lack of patience in the teaching process. Second, preschool teachers have no sense of belonging and social identity. At present, the professional training of individualized education, five intelligences, hygiene, pedagogy and psychology is ignored in the training process of preschool teachers. Teachers' posts lack corresponding staffing, they cannot become formal teachers, and their work mobility and instability are very high. Third, the social welfare and status of preschool teachers are low. Compared with primary school teachers, the educational background of preschool teachers is no different from that of primary school teachers, but there are great differences in professional title, social status and salary. In such an environment, how to enrich their inner world and give children a healthy and happy environment is a matter of concern. Fourth, the job burnout of preschool teachers is serious and the pressure of work is large. Preschool teachers face heavy curriculum pressure, and they also need to actively communicate with their parents, facing great psychological pressure.

Objective: This paper explores and puts forward a new path system for the cultivation and training of preschool teachers in colleges and universities, and analyzes its impact on the obstacles of communication and adaptation, in order to provide new ideas and directions for the cultivation and training of preschool teachers in colleges and universities.

Research objects and methods: The preschool teachers of five universities were selected as the research object. The traditional and new preschool teachers' training path system was evaluated through the Balanced Iterative Reducing and Clustering using Hierarchies (BIRCH). The evaluation content included five aspects: communication fear, language, emotion, information overload and selective intuition. The research evaluated the results through the degree of improvement. The improvement degree is obtained through the calculation formula of consensus improvement degree. Any number whose membership degree is $[0,1]$. The closer the value is to 1, the higher the membership degree is. The degree of improvement is divided into three levels: obvious improvement, improvement and no improvement. The average value of the research object is selected as the final result, and the number of evaluators is 60.

Methods: This study analyzes the impact of the new college preschool teacher training path system on communication adaptation barriers through Excel data analysis software.

Results: Table 1 refers to the impact of the new college preschool teacher training path system on communication adaptation barriers. It can be seen from Table 1 that the training path system of preschool

teachers to school preschool teachers has a high degree of improvement in communication fear, language, emotion, information overload and selective intuition. The follow-up research can be improved in the other three aspects to improve the applicability of preschool teachers to the training path system of school preschool teachers.

Table 1. The influence of the new college preschool teacher training path system on communication adaptation barriers

Attribute	Communication fear	Language	Emotion	Information overload	Selective intuition
Significant improvement	28	23	18	17	27
Improve	26	21	17	19	24
No improvement	6	16	15	14	9

Conclusions: The new college preschool teacher cultivation and training path system constructed by the Institute has a high degree of improvement on communication adaptation barriers, which can make corresponding contributions to the subsequent college preschool teacher cultivation and training, and give a specific implementation plan for the overall improvement of the national education level.

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RESEARCH ON ENGLISH TRANSLATION AND INFORMATION COMMUNICATION OF SPORTS PLATFORM UNDER EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology can be analyzed from two aspects: narrow educational psychology and broad psychology. Narrow educational psychology refers to school educational psychology, and broad psychology is the science of various psychological and behavioral laws in the process of educational practice. As an important type of applied psychology, educational psychology mainly studies how to teach, how to learn, and the interaction between learning and teaching. At present, there has been a trend of differentiation in educational psychology, and the research focus has changed from laboratory to school, and then to society. The research focus of future educational psychology is to analyze in combination with social psychology. The research trends are mainly learners' initiative, initiative, learning process and mechanism, the impact of social environment, the role of cultural background, effective teaching mode and learning environment design, and the application of information technology. The research of psychological development and education has always been closely related, including the concept of cognitive development and education, the general law and education of psychological development, the theory and education of personality development, the difference of psychological development and education.

With the continuous development of educational psychology, college sports platform is facing great challenges. English translation and information dissemination of college sports platform is an important performance of keeping pace with the times. The main problems faced by college sports platform English translation are as follows: English translation has no subjectivity, the translation process has not realized the construction of the real ecological environment, and the dominant thinking of translation is the traditional teaching concept, which can be embodied in the deviation of word understanding, the wrong division of English long sentences, colloquial words, inconsistent context terms, and the language organization does not conform to the language habits. Based on the analysis of the problems of English translation and information communication of sports platform, it is of positive significance to construct the English translation and information communication scheme of sports platform from the perspective of educational psychology. The new information communication mode of sports platform needs to combine the characteristics of educational psychology to ensure that the audience can obtain correct sports information, and also make the transmitted content conform to the psychological and emotional changes of the audience. The new information communication mode of sports platform can be embodied in timeliness, interactivity, globality, accuracy and characteristics. It can complete effective communication through efficient data technology, which is also the most basic requirement of English translation of sports platform.

Objective: This paper analyzes the new model of English translation and information dissemination of sports platform from the perspective of educational psychology, which aims to provide basic technical support for the vigorous development of sports platform and provide new development ideas for the dissemination of sports information.

Research objects and methods: The staff of three sports platforms were selected as the research object. Through a Clustering Algorithm based on Random Search (CLARANS), the effects of the original and new sports platform information communication modes on the staff's educational psychology were analyzed. The evaluation contents were quality, will, cognition, emotion and interpersonal relationship. The research evaluates the results through the influence value, and sets the score range as 0-100 points. The higher the score, the higher the degree of influence. The average value of the research object is selected as the final result, and the number of sports work platforms is 60.

Methods: Through Excel statistical software, this paper analyzes the effect of the information communication mode of sports platform on the educational psychology of staff before and after the reform. In order to ensure the reliability of the research results, the survey objects selected by the research institute are staff who have worked for more than three years.

Results: The effect of the new sports platform information communication mode on the educational psychology of staff is shown in Table 1. On average, the improvement of sports communication platform and interpersonal quality has a great impact on the overall score of about 85. Therefore, the construction of a new sports platform information communication model is of great value. This model can be applied to the improvement of sports platform in the future.

Table 1. The effect of new sports platform information communication mode on staff's educational psychology

Platform	Quality	Will	Cognition	Emotion	Interpersonal relationship
Platform 1	85.36±7.68	87.58±8.69	86.35±9.68	87.32±7.98	85.32±8.67
Platform 2	86.35±9.35	84.57±8.68	86.36±8.76	85.63±7.89	85.36±8.69
Platform 3	86.58±9.98	84.67±9.23	86.58±7.86	86.58±8.65	84.67±10.03

Conclusions: From the perspective of educational psychology, the new model of English translation and information communication of sports platform proposed by the research can improve the educational psychological level of staff, which is reflected in the five fields of quality, will, cognition, emotion and interpersonal relationship, which is conducive to the sustainable development of sports platform and enable listeners to obtain sports information in a timely and efficient manner.

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RESEARCH ON IDEOLOGICAL SECURITY GOVERNANCE OF COLLEGES AND UNIVERSITIES IN THE AGE OF BIG DATA UNDER COGNITIVE DISORDERS

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Background: Cognitive impairment is a state between normal aging and dementia. It is mainly characterized by mild memory and intellectual impairment, but it remains intact in life ability and cognitive function. It can be manifested in functional impairment such as understanding, judgment, calculation, execution, visual space, language and memory. According to different cognitive problems, cognitive impairment can be divided into three types: perception impairment, memory impairment and thinking impairment. Perceptual disorders include perceptual synthesis disorder, hallucination and so on. Memory impairment includes memory error, memory defect and strong memory. Thinking obstacles include delusion, thinking logic obstacle, association process obstacle and abstract generalization process obstacle. The manifestations of cognitive impairment are emotion, spirit, creation, thinking, movement, language, memory, learning and so on. There are many modes and Innovation Paths of university ideology in the era of big data. Under the background of cognitive impairment, the ideological security of universities in the era of big data shows great difficulties, which is related to the long-term social stability and national political security.

The ideological security of colleges and universities in the era of big data is facing very big problems,

mainly in terms of target object, implementation subject, implementation method, implementation specification and so on. For the target object, college students are easily affected by external uncertain factors because of their unique personality and thought, and then they are instilled with wrong ideology. At the same time, the energy of most students will be affected in the era of big data, so that students really spend less time on learning. The integration of cyberspace will lead to information without barrier, which will affect the mainstream values of students and increase the difficulty of ideological security management in colleges and universities. For the implementation subject, as an important implementation subject of big data technology, colleges and universities lack relevant practical experience in the initial application stage, and the initiative and effectiveness of ideological work are low, which is specifically reflected in the weak awareness of building a continuous and overall data platform, the poor quality of internal staff, and the incomplete stimulation of data awareness. In terms of implementation methods, college teachers are deeply affected by the traditional teaching mode, it is difficult to make use of a large number of resources in the era of big data in the process of disseminating knowledge, and it is difficult to mobilize students' enthusiasm and enthusiasm for learning. In terms of implementation norms, big data technology will also hide some problems on the premise of bringing convenient and fast life and learning. Based on the analysis of these problems, ideological security governance in colleges and universities will inevitably realize management in combination with big data technology, which can be divided into three levels: overall grasp, new carrier, new method and strategic support. The implementation path of the modernization of ideological security governance in colleges and universities is to grasp the leadership of ideological work in colleges and universities, update data thinking, and improve the application and standardization level of big data.

Objective: Exploring the implementation path of ideological security governance modernization in colleges and universities in the era of big data aims to help colleges and universities improve their ideological security management level, improve students' recognition of socialist core values, and ensure the teaching quality of different classroom teaching modes.

Research objects and methods: Select 20 professional college ideological security practitioners with different cognitive barriers as the research object, analyze the modernization path of college ideological security governance in the era of big data through the expectation maximization algorithm, and evaluate the improvement of cognitive barriers. The evaluation content includes three aspects: memory ability, memory ability and orientation. There are 20-81 employees in colleges and universities who can be improved, and 60-81 employees who cannot be improved. The corresponding score is 20-81. The score of one professional improvement is 20-81, and the score of one professional improvement is 20-81. The improvement degree is the ratio of the number of people with obvious improvement, better improvement and improvement to the total number of people.

Methods: This study analyzes the role of ideological security governance scheme in colleges and universities on employees with cognitive impairment in the era of big data through Excel data analysis software.

Results: Table 1 shows the improvement of the ideological security governance scheme of colleges and universities on cognitive impairment in the new big data era. It can be seen from Table 1 that the ideological security governance scheme of colleges and universities has a high degree of improvement on the memory ability, memory ability and orientation of college 2 employees, with values of 90%, 95% and 95% respectively. The improvement results of cognitive impairment of ideological security evaluators in colleges and universities show that the implementation scheme of modernization of ideological security governance in colleges and universities in the era of big data in all schools can alleviate the cognitive impairment of employees.

Table 1. Improvement of college ideological security governance scheme on cognitive impairment in the new big data era

University	Memory ability	Recall ability	Directional force
University 1	85	90	85
University 2	90	95	95
University 3	85	85	85
University 4	80	90	85

Conclusions: The modernization program of ideological security governance in colleges and universities in the era of big data under cognitive barriers constructed by the Institute has a high degree of improvement on cognitive barriers. This model can be applied to ideological security management in other colleges and universities and has positive value.

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RISK ANALYSIS AND COUNTERMEASURES OF AGRICULTURAL PRODUCTS SUPPLY CHAIN UNDER THE BACKGROUND OF COGNITIVE IMPAIRMENT OF RURAL REVITALIZATION

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Background: The theory of cognitive impairment puts forward the abnormal conditions of the brain in the process of thinking and memory, which will lead to serious memory and learning disabilities. The mental status of patients with cognitive impairment is closely related to their attitudes, values, beliefs, concepts and other factors in their cognitive system. Cognitive impairment is due to the obstacles in executive ability, visual space, language, memory, orientation and other cognitive fields. The main causes of cognitive impairment are education, diet, living habits and so on. Cognitive impairment can be divided into three types: perception impairment, memory impairment and thinking impairment. Perceptual disorder includes perceptual complex disorder, hallucination, etc. Memory impairment includes memory error, memory defect and strong memory. Thinking obstacles include delusion, thinking logic obstacle, association process obstacle and abstract generalization process obstacle. The manifestations of cognitive impairment are abnormalities in emotion, spirit, creation, thinking, movement, language, memory and learning. In serious cases, it may develop into cognitive loss, apraxia and aphasia. With the prevalence of cognitive impairment, rural revitalization strategy shows many problems. rural revitalization is one of the seven strategies put forward by the 19th CPC National Congress. It is not only an important policy for the work of “agriculture, rural areas and farmers” in the new era, but also a major goal for socialist countries to achieve modernization. The main problems of rural revitalization strategy are as follows: there are deviations in practice and theory, difficulties in farmers’ own development, imperfect land system, shortage of rural talents and problems in urban-rural integration.

In the context of cognitive barriers to rural revitalization, the supply chain of aquatic products, meat, fruits, vegetables and other agricultural products faces great risks, which are as follows: the spatial and temporal conflict of agricultural products, the decentralized production place of agricultural products, too many intermediate links in the supply chain, information asymmetry, low sense of trust among supply chain members, inability to meet the diversity of customer needs. The core competence of supply chain enterprises is limited, there is no professional logistics management, and the interests of farmers cannot be guaranteed. Agricultural products supply chain shows a very serious problem of information asymmetry in production, circulation, sales and other links. To solve these problems, the agricultural product supply chain needs to be improved from the following aspects. The core of enterprises is to support each other’s development. Through diversified, multi-form and multi-channel methods, focus on the development of agricultural product processing and distribution enterprises and agricultural product production bases, take the core enterprise as the center, improve the construction of supply chain, and efficiently complete the information transmission of various organizations in the supply chain nodes. Second, improve the construction of logistics infrastructure and ensure the logistics capacity of agricultural product supply chain. Agricultural products have the characteristics of easy deterioration and short preservation time, and higher requirements are required in logistics, transportation, preservation and circulation. Relevant enterprises need to improve the standardization system of infrastructure equipment and corresponding infrastructure, such as storage facilities, logistics center, distribution center, etc. Third, improve the agricultural product information management system. The information platform can complete the accurate transmission of information among consumers, retailers and distributors. In addition, it can also provide an information supervision platform for market supervision institutions, quarantine institutions and agricultural product production supervision structure. Fourth, improve the quality and safety management level of agricultural products. Supervise the source of agricultural products through a perfect supply chain security system of agricultural products to improve the quality level of agricultural products. Fifth, protect the interests of all parties in the agricultural supply chain. The person in charge of the market not only needs to convey the channel for agricultural products to enter the market to farmers, but also needs to provide market information to processing plants and maintain close cooperation between suppliers and processing

manufacturers.

Objective: This paper analyzes the risk of agricultural product supply chain under the background of cognitive impairment of rural revitalization, puts forward the measures of agricultural product supply management, and analyzes the role of agricultural product supply management measures on cognitive impairment, in order to improve the management level of agricultural product supply chain and protect the fundamental interests of all parties in the supply chain.

Research objects and methods: Select the relevant personnel of supply chain consumers, retailers and distributors in two regions as the research object, and analyze the cognitive effect of supply chain management scheme through naive Bayesian classification algorithm. The number of respondents in each region is 100. The survey contents include language ability, attention, memory ability, memory ability and orientation. The final result is the average score of all participants. The evaluation result is the degree of improvement. There are five grades: very improvement, comparative improvement, improvement, little improvement and no improvement. The corresponding scores of the five grades are 0-20, 21-40, 41-60, 61-80 and 81-100.

Methods: This study uses Excel statistical software to analyze the impact of agricultural product supply chain risk management scheme on cognitive impairment under the background of cognitive impairment.

Results: Table 1 improvement degree of rural revitalization of agricultural products supply chain management program on group cognitive impairment. It can be seen from Table 1 that group cognitive impairment has a very high improvement rate in five aspects: language ability, attention, memory ability, memory ability and orientation.

Table 1. Improvement degree of rural revitalization agricultural products supply chain management program on group cognitive impairment

Attribute	Language ability	Attention	Memory ability	Recall ability	Directional force
Very satisfied	26	27	26	24	25
General satisfaction	24	23	24	23	22
Satisfied	21	20	23	24	21
Dissatisfied	28	22	21	18	18
Very dissatisfied	11	8	6	11	14

Conclusions: The rural revitalization agricultural products supply chain management scheme constructed by the Institute has a great improvement on cognitive impairment. The scheme has a certain promotion value in agricultural products supply chain risk management.

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LIBRARY PERSONALIZED SERVICE AND ITS FUTURE PROSPECT FROM THE PERSPECTIVE OF COGNITIVE IMPAIRMENT

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Background: Cognitive impairment refers to the abnormal condition of the brain in the process of thinking and memory, which will lead to the impairment of memory and learning function, and even develop into aphasia, apraxia, cognitive loss and other problems in serious cases. According to different cognitive impairment, cognitive impairment can be divided into thinking impairment, memory impairment and perception impairment. Thinking disorder is embodied in delusion, thinking logic disorder, association process disorder, etc. Memory impairment can be manifested as memory loss, memory enhancement and so on. Perceptual disorder can be manifested as perceptual comprehensive disorder, sensory sensitivity, sensory retardation and so on. The thinking situation and memory function of patients with cognitive impairment are closely related to their attitudes, values, beliefs, concepts and other factors in their cognitive system. The personalized service and management of library are also facing great challenges, which are embodied in the following aspects. First, there is no perfect personalized information resources. At present, the capital and manpower of most libraries cannot meet the needs. There are many problems in

digital resource management, such as diversity and dispersion, which makes reading users obtain book related information. The correlation between book resources and user needs is low, and the utilization rate of resources is very limited. Second, the lack of service evaluation and supervision system. Most libraries have not built the supervision and evaluation mechanism of personalized information service, and there are no corresponding evaluation indicators. The overall personalized service lacks goals and standards. Third, there is no user demand analysis. The quality of library personalized service is determined by users. At present, most libraries do not conduct demand analysis through data, including group characteristic analysis and users' habit of obtaining information. The separation between users' demand and personalized service demand will not only reduce users' satisfaction, but also waste resources. Fourth, information retrieval services are relatively backward. At present, the efficiency of information retrieval is relatively low, and it is difficult to find the information of real interest in a short time. In view of these phenomena, the construction of a new model of library personalized service is imminent. The improvement strategies of the new model are mainly to reconstruct the information service system, enhance the personalized information source channels, deeply analyze the basic information of users, enhance the information security of users, improve the information retrieval methods, and optimize the personalized recommendation technology.

Objective: The purpose of exploring the role of the new model of library personalized service on cognitive impairment is to provide constructive ideas for university library management and help students and teachers obtain high-quality services.

Research objects and methods: Teachers and students from two universities are selected to analyze the effect of the new model of library personalized service on cognitive impairment through K-Nearest Neighbor (KNN) classification algorithm. The total number of students and teachers is 500. The evaluation content includes five aspects: language ability, attention, memory ability, memory ability and orientation. The evaluation results are expressed by the degree of recognition. The recognition level is divided into five levels: very recognition, comparative recognition, recognition, little recognition and non-recognition. The corresponding scores of the five levels are 0-20, 21-40, 41-60, 61-80 and 81-100. Recognition is the ratio of the number of people and the total number of people at three levels: very recognition, comparative recognition and recognition.

Methods: This paper analyzes the recognition of the new model of library personalized service to the cognitive impairment of students and teachers through Excel data analysis software.

Results: Table 1 refers to the recognition of teachers of the new model of library personalized service for the improvement of cognitive impairment. It can be seen from Table 1 that college 1 has high recognition of language ability, attention, memory ability, memory ability and orientation, with values of 89.0%, 91.0%, 93.0%, 92.0% and 93.0% respectively. The new model of library personalized service can alleviate the cognitive impairment of teachers.

Table 1. Teachers' recognition of the improvement of cognitive impairment in the new model of library personalized service

University	Language ability	Attention	Memory ability	Recall ability	Directional force
University 1	89	91	93	92	93
University 2	87	90	89	89	86
University 3	88	89	87	87	89
University 4	87	87	85	85	86
University 5	88	85	89	84	87

Conclusions: The new model of library personalized service constructed by the research institute has a high degree of recognition for the improvement of cognitive impairment. Subsequent research can apply this model to the personalized service of libraries in other colleges and universities, and has a certain promotion value.

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ON THE COGNITIVE OBSTACLES AND REFORM IDEAS OF COLLEGE TEACHERS TO THE TRANSFORMATION OF TEACHERS' ACHIEVEMENTS

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Background: As an important place for talent cultivation, colleges and universities are an important source of scientific and technological innovation and achievements. Some data show that at present, the transformation rate of scientific and technological achievements in colleges and universities is 25%, while the proportion of projects that can be successfully realized is only 5%. Cognitive impairment refers to the abnormal processing of human brain advanced intelligent knowledge in the process of thinking judgment and learning. In most cases, the body can have the decline of memory function and learning function, and even serious behavioral disorders such as loss of line, recognition and use. According to different types, cognitive impairment can be divided into thinking impairment, memory impairment and perception impairment. Cognitive impairment is a psychological disorder developed from the perspective of cognitive psychological disorder. Patients mainly have psychological disorders in problem solving, perception, memory, learning and so on. In the field of medicine, psychological cognitive impairment is defined as six cognitive impairments: social cognition, complex attention, language, perceptual motor function, learning and memory, and executive function. Individuals usually have a decline in these cognitive abilities, and in severe cases, they can have a brain decline. According to different types of psychological cognitive impairment, it can be divided into three types in the field of psychology: insanity, mild neurocognitive impairment and severe neurocognitive impairment.

The main problems of college teachers' transformation of teachers' achievements are as follows: first, there is no perfect incubation ecosystem of science and technology transformation. This is mainly reflected in the lack of accurately invested resources, the failure to maximize value driven resources, and the lack of efficient and professional intermediaries. According to the survey data, the investment ratio of university project research, pilot test and industrialization is 1:1:10, which is very different from the data of developed countries. At the same time, in the process of transformation of scientific and technological achievements in colleges and universities, the probability of risks due to the imperfect scientific and technological financial support system is very high. Second, the transformation mechanism of high-tech achievements has limitations. The main driving force for the transformation of scientific and technological achievements in colleges and universities is the driving force of government functional departments, business activities and production activities of enterprises. However, generally, there are great differences in the objectives of the three aspects, which will lead to problems in the transformation of scientific and technological achievements. Third, the lack of close cooperation between colleges and universities and enterprises. The main driving force in the transformation of scientific and technological achievements in colleges and universities is the effective demand of enterprises, but at present, there is no long-term and deep cooperative relationship between colleges and universities and enterprises, which will limit the transformation of scientific and technological achievements in colleges and universities to a great extent. In addition, during the transformation of scientific and technological achievements in colleges and universities, enterprises have not formulated relevant supervision mechanisms to timely supervise the scientific research achievements of colleges and universities. If there is a conflict between the needs of enterprises and the scientific research achievements of colleges and universities, enterprises will have a great probability to terminate the cooperation with colleges and universities. In this context, the reform measures for the transformation of scientific and technological achievements in colleges and universities are of great value. The reform measures can be optimized from three aspects: the transformation mechanism of science and technology, the transformation intermediary of scientific and technological achievements, and the cooperation between enterprises and colleges and universities, so as to avoid the problem of college teachers' transformation of teachers' achievements to the greatest extent.

Objective: This paper analyzes the problems of college teachers' transformation of teachers' achievements, puts forward corresponding reform ideas for the transformation of scientific research achievements according to the existing problems, and discusses the role of reform measures on teachers' cognitive impairment, in order to provide constructive suggestions for the transformation of teachers' achievements in colleges and universities, so as to enhance the social service value of schools.

Research objects and methods: This paper selects college teachers with mild cognitive impairment in two colleges and universities as the research object, and analyzes the impact of achievement transformation measures of college teachers on cognitive impairment through the Improved Decision Tree Algorithm (ID3). The evaluation contents include language ability, attention and memory ability. Set the score range of influence value to 0-100 points. The higher the score, the higher the degree of influence. The average value of the research object is selected as the final result, and the number of evaluators in each school is 60.

Methods: Through Excel statistical software, this paper analyzes the impact of college teachers' achievement transformation measures on cognitive impairment. In order to ensure the reliability of the

results, the survey objects selected by the Institute are freshmen, sophomores, juniors and seniors.

Results: Table 1 refers to the effect of the reform measures for the transformation of teachers' achievements in colleges and universities on teachers' cognitive impairment. It can be seen from Table 1 that the reform measures for the transformation of teachers' achievements have a high impact on teachers' language ability, attention and memory ability. Therefore, the construction of the transformation measures of teachers' achievements in colleges and universities is of great value. This scheme can be applied to the transformation of teachers' achievements in colleges and universities in the future.

Table 1. The effect of reform measures of teachers' Achievement transformation in colleges and universities on teachers' cognitive impairment

Psychological factor	Freshman	Sophomore	Junior	Senior
Language ability	82.36±6.35	86.35±7.52	86.35±8.25	86.32±7.51
Attention	83.65±7.12	83.65±9.36	85.36±2.36	82.36±7.26
Memory ability	85.63±7.26	86.36±9.23	87.63±8.02	82.36±9.64

Conclusions: The transformation measures of college teachers' achievements constructed by the Institute have high promotion value. Research can actively promote the transformation of high-tech achievements through positive reform measures, which can not only help to realize the social service function of colleges and universities, but also complete the effective link between economy and science and technology, improve teachers' cognitive level and contribute to the rapid development of social productivity.

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RESEARCH ON THE PATH OF INTEGRATING TRADITIONAL CULTURAL ELEMENTS INTO MODERN INTERIOR DESIGN UNDER COGNITIVE IMPAIRMENT

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Background: Cognitive impairment refers to the abnormal processing of human brain advanced intelligent knowledge in the process of thinking judgment and learning. In most cases, the body will show memory function and learning dysfunction, and even appear pathological behaviors such as loss of line, recognition and use. The causes of cognitive impairment are as follows: chronic brain injury, chronic systemic diseases, mental and psychological abnormalities, among which mental and psychological abnormalities are the most important reasons. According to different types, cognitive impairment can be divided into thinking impairment, memory impairment and perception impairment. The clinical manifestations of thinking disorder include delusion, thinking logic disorder, association process disorder, abstract generalization stage disorder and so on; In clinical practice, memory impairment mainly includes memory error, memory fragment loss, memory enhancement and so on. Perceptual disorder can be manifested as perceptual comprehensive disorder, sensory sensitivity, sensory retardation and so on. Under the background of cognitive impairment, modern interior design combined with traditional cultural elements will encounter many difficulties. Applying traditional culture to interior design helps to show the cultures of different regions and nationalities. It can not only show the charm of different cultures, but also play a role in inheriting culture.

Interior design combined with traditional culture shall comply with the following conditions. First, designers add traditional culture to meet people's psychological needs and create a natural, harmonious and quiet environment. Second, modern interior design adopts furnishings, colors and materials combined with traditional cultural elements, which makes man and nature achieve the purpose of harmonious coexistence. Third, designers should pay attention to the uniqueness, inheritance and mobility of interior space. At present, the problems of interior design combined with traditional cultural elements are as follows. Designers follow the characteristics of personalization and pay attention to the precipitation of national culture. Designers can not complete the professional design of traditional culture. Therefore, the basic concepts to be followed in integrating traditional culture into room design are as follows. First, advocate the concept of nature. Interior design combined with traditional culture should pay attention to nature, emphasize the harmony and unity of natural environment and living environment, express the content that the building wants to convey with the help of external design elements, and meet the inner

needs of building users by effectively integrating traditional culture. Second, pay attention to the combination of deficiency and reality. The interior design combined with Chinese traditional culture should pay attention to the reasonable collocation of design elements, and try to show the design style of simple and complex integration and difficult and easy combination in a complex environment. Pay attention to the effective combination of cultural elements and basic environment, and show unique cultural attributes in the nuances of buildings. Third, pay attention to the integration of local cultural elements. Interior design needs to explore the unique design elements of different regions and places, such as plants, paintings, ornaments, totems, etc. on the basis of displaying the elements of Chinese traditional culture.

Objective: Explore the innovative path of integrating traditional cultural elements into modern interior design, in order to provide the possibility for the realization of traditional cultural elements in modern interior design and help designers design works that meet the inner needs of users.

Research objects and methods: 1000 designers are selected to analyze the effect of the innovative path of integrating traditional cultural elements into modern interior design on cognitive impairment by using analytic hierarchy process and grey comprehensive evaluation method. The evaluation content includes five aspects: language ability, attention, memory ability, memory ability and thinking ability. The final result is the average score of all designers. The evaluation result is the promotion rate. The promotion grades are divided into five grades: obvious promotion, large promotion, promotion, little promotion and no promotion. The corresponding scores of the five grades are 0-20, 21-40, 41-60, 61-80 and 81-100. The promotion degree is the ratio of the number of people in the three promotion levels of extraordinary promotion, comparative promotion and promotion to the total number of people.

Methods: This study analyzes the impact of traditional cultural elements integrated into modern indoor innovative design on cognitive impairment through Excel data analysis software.

Results: Table 1 refers to the impact of the integration of traditional cultural elements into modern interior innovative design on cognitive impairment. It can be seen from Table 1 that designers have a high improvement rate in language ability, attention, memory ability, memory ability and thinking ability, especially in memory ability and thinking ability. The follow-up research can be improved in the other three aspects to improve the applicability of preschool teachers to the training path system of school preschool teachers.

Table 1. The influence of traditional cultural elements into modern interior innovative design on cognitive impairment

Attribute	Language ability	Attention	Memory ability	Recall ability	Thinking ability
Significantly improved	363	386	398	386	375
Greater improvement	258	247	246	268	265
Promote	268	249	234	246	247
A little improvement	65	61	72	67	59
No promotion	46	57	50	33	54

Conclusions: The integration of traditional cultural elements into modern interior innovation path created by the Institute has a very high improvement effect on designers' cognitive impairment, especially in memory ability and thinking ability. The follow-up research can optimize the path of modern indoor innovation in three aspects: language ability, attention and memory ability.

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ON TRANSLATION TEACHING THEORY AND TRANSLATION SKILLS IN COLLEGE ENGLISH BASED ON COGNITIVE IMPAIRMENT

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Background: Cognitive impairment refers to the abnormal condition of the brain in the process of thinking and memory, which will lead to the impairment of memory and learning function, and even develop into aphasia, apraxia, cognitive loss and other problems in serious cases. Cognitive impairment and cognitive impairment can be divided into three conditions. Thinking disorder is embodied in delusion, thinking logic disorder, association process disorder, etc. Memory impairment can be manifested as memory loss, memory enhancement and so on. Perceptual disorder can be manifested as perceptual comprehensive

disorder, sensory sensitivity, sensory retardation and so on. The thinking situation and memory function of patients with cognitive impairment are closely related to their attitudes, values, beliefs, concepts and other factors in their cognitive system.

Under the background of cognitive impairment, college English translation teaching theory and translation skills face great problems, which are embodied in the following aspects. First, college English textbooks and tests are limited. College English textbooks do not have the basic theory and skills of translation. After class exercises are mostly comprehensive exercises of words, phrases, grammar and sentence patterns. CET-4 and CET-6 also do not have translation questions. Many students do not have the ability to apply the actual language. Second, the transfer of translation theoretical knowledge is limited. The school does not pay attention to imparting translation theoretical knowledge to students, ignoring the objective fact that students need to have a good translation theoretical foundation to do a good job in translation. Teachers usually only teach students literal translation, which leads to the content translated by students without emotion and very stiff. Third, the teaching mode is relatively backward. College students have relatively few English class hours. Most of the translation learning comes from the classroom. The classroom teaching mode is teacher-centered. Teachers often assign students translation homework divorced from the actual situation, which has no effect on improving students' translation ability. Fourth, the pertinence of translation is not strong enough. According to the final desired translation effect, translation teaching can be divided into three levels: level 4, being able to translate professional English literature and materials, and being able to translate professional literature and materials. Fifth, ignore the differences between English and Chinese expression habits and word order. There are great differences between Chinese and Western languages and cultures, and there are obvious differences in the way of expression. Students are used to using Chinese format in the process of translation, which leads to inconsistency with logic in the process of translation.

Objective: This paper explores the role of college English translation teaching theory and translation skills in cognitive impairment, in order to provide innovative ideas for students' English translation learning and solve the translation problems of college students.

Research objects and methods: This paper selects teachers and students with mild cognitive impairment in two schools as the research object, and analyzes the improvement of college English translation teaching theory and translation skills on cognitive impairment under the promotion of cognitive impairment through grey comprehensive evaluation method. The number of students and teachers is 100 and 200 respectively. The evaluation content includes five aspects: language ability, attention, memory ability, memory ability and orientation. The final result is the average score of all participants in the two schools. The evaluation results are expressed by the improvement grade, which is divided into five grades: very improvement, comparative improvement, improvement, little improvement and no improvement. The corresponding scores of the five grades are 0-20, 21-40, 41-60, 61-80 and 81-100. The improvement rate is the ratio of the number of people and the total number of people in the three improvement levels of extraordinary improvement, comparative improvement and improvement.

Methods: This paper analyzes the effect of translation skills on cognitive impairment in college English translation teaching through Excel statistical software.

Results: Table 1 shows the effects of translation teaching theories and translation skills on cognitive impairment in colleges and universities. It can be seen from Table 1 that the school teachers believe that the translation skills in college English translation teaching have a high improvement rate on cognitive impairment. The satisfaction of language ability, attention, memory ability, recall ability and orientation are 87.00%, 87.00%, 85.5%, 86.5% and 84.5% respectively. Therefore, the influence of cognitive impairment should be considered in the development of college English translation teaching theory and translation skills.

Table 1. The effect of translation teaching theory and translation skills on cognitive impairment in colleges and universities

Attribute	Language ability	Attention	Memory ability	Recall ability	Directional force
Very improvement	68	65	67	69	71
General improvement	65	69	66	66	62
Improvement	41	40	38	38	36
A little improvement	12	13	13	17	18
No improvement	14	13	16	10	13

Conclusions: The translation skills of the new college English translation teaching have a very high

improvement rate in five aspects: language ability, attention, memory ability, memory ability and orientation. The follow-up research can apply the proposed English translation skills to college students' English teaching.

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ANALYSIS OF PSYCHOLOGICAL STATUS OF MARITIME WIRELESS COMMUNICATION TECHNICIANS UNDER THE BACKGROUND OF COGNITIVE IMPAIRMENT

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Background: Cognitive impairment is an abnormal manifestation in the process of brain advanced intelligent processing. Cognitive impairment has a great influence on patients, mainly including learning impairment, memory impairment, executive dysfunction, visuospatial disorder, agnosia, apraxia and other related symptoms. The causes of cognitive impairment are diverse, including craniocerebral trauma, cerebrovascular disease, chronic systemic disease, environmental factors, mental and psychological state and so on. Maritime wireless communication technology depends on the technical support of maritime wireless communication technicians. However, this kind of people are very vulnerable to the negative impact of external factors in the process of maritime operation, such as working at sea for a long time and breaking away from normal society, resulting in negative psychological emotions, and the difficult and dangerous working environment is very likely to lead to the injury or physical function problems of maritime wireless communication technicians, Various external factors may lead to cognitive impairment of maritime wireless communication technicians.

Since the 20th century, land communication technology has shown earth shaking changes, realizing the breakthrough and renewal from wired to wireless and from 1G to 5G. However, due to the limitations of geographical conditions and natural environment, the advantages and characteristics of land communication technology are difficult to be applied to maritime wireless communication. The ocean is vast and the environment is complex and changeable. It is very difficult to establish the signal base station required for communication in the vast sea. Therefore, compared with land communication technology, maritime wireless communication technology shows an obvious lag phenomenon. Different from terrestrial wireless communication technology and base station system, maritime communication nodes are relatively few and scattered. Each node has a very long communication distance and is very sparse in space. Moreover, the marine meteorological conditions are harsh and changeable, and the overall environment presents the characteristics of high humidity and salt fog, great temperature difference between day and night and so on. In this environment, the marine wireless transmission medium presents obvious non-uniform distribution and complex electromagnetic environment, which have a great negative impact on the design and application of high-performance and reliable marine wireless communication system. In terms of cost, it is difficult for the maritime wireless communication system to build a centralized information management network similar to the terrestrial cellular network, and the diversified business needs of different types of communication nodes are difficult to be managed efficiently and uniformly. Therefore, the maritime wireless communication faces challenges such as complex and changeable space media, long communication distance and large differences in business needs. When there are problems in the application of maritime wireless communication technology, maritime wireless communication technicians will bear great work pressure and psychological burden, and even produce certain cognitive impairment symptoms. In order to eliminate the cognitive impairment of maritime wireless communication technicians and ensure the smooth development of their maritime wireless communication work, it is bound to thoroughly analyze the causes and effects of their cognitive impairment.

Objective: The existing maritime wireless communication system has some problems, such as backward technical means, complex communication equipment and unstable communication link, which has a certain negative impact on the normal work and positive psychological state of marine wireless communication technicians, making them suffer from cognitive impairment. From the perspective of cognitive impairment, this study will explore the potential disadvantages of maritime wireless communication technology and its impact on maritime wireless communication technicians, in order to optimize maritime wireless communication technology and eliminate the cognitive impairment of maritime wireless communication technicians.

Research objects and methods: Taking 85 maritime wireless communication technicians with cognitive impairment as the research object, this paper uses Support Vector Machine (SVM) to explore their influence

under the challenge of maritime wireless communication technology, and compares and analyzes the severity of cognitive impairment of staff after the optimization of maritime wireless communication technology.

Research design: SVM is used to classify the challenges faced by maritime wireless communication technology, and the influence of maritime wireless communication technicians under different technical challenges is compared and analyzed. Optimize and upgrade the maritime wireless communication technology, use the Mini Mental State Examination (MMSE) to evaluate the degree of cognitive impairment of maritime wireless communication technicians, and explore their changes before and after the optimization of maritime wireless communication technology. MMSE mainly includes five levels: orientation, memory, attention and calculation, memory and language ability. The scores of each level are 10, 3, 5, 3 and 9 respectively, with a total of 30 points. In MMSE's judgment criteria for cognitive impairment, if the score is less than 27, it indicates cognitive impairment, and the smaller the score, the more serious the cognitive impairment; If the score is in the range of 27-30 points, it means normal.

Methods: The relevant data of maritime wireless communication technicians with cognitive impairment are counted and analyzed by MATLAB software.

Results: Table 1 shows the comparison of MMSE scores of relevant technicians before and after the optimization of offshore wireless communication technology. According to Table 1, the scores of MMSE evaluation items of maritime wireless communication technicians before optimization are low, indicating that they have serious cognitive impairment. After optimization, all MMSE scores were improved, and the growth rate of memory ability MMSE reached 245.21%. This shows that the cognitive impairment of maritime wireless communication technicians has been significantly improved.

Table 1. Comparison of MMSE scores of wireless communication technicians with cognitive impairment before and after optimization of maritime wireless communication technology

Evaluation time	Directional force	Memory	Attention and computational power	Recall ability	Language ability	Total score
Before optimization	5.19	0.73	2.47	1.13	4.79	14.37
After optimization	9.23	2.52	4.92	2.89	8.25	27.64
Growth rate (%)	77.84	245.21	99.19	155.75	72.23	92.35

Conclusions: From the background of cognitive impairment, the optimization of maritime wireless communication technology based on the relevant knowledge theory of cognitive psychology can effectively alleviate the cognitive impairment of maritime wireless communication technicians and improve their mental health level.

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STUDY ON COGNITIVE BARRIERS AND MOTIVATIONAL FACTORS OF TOURISM DEVELOPMENT OF CHINESE EXCELLENT TRADITIONAL CULTURE - TAKING HORSE CULTURE IN INNER MONGOLIA AS AN EXAMPLE

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Background: Cognition is a kind of human psychological activity, which refers to the psychological process of individual cognition and understanding of things. The normal functions of the brain are mainly to perceive and process information, process and store processing results, that is, memory, maintain a normal state of consciousness and control emotions. Cognitive function belongs to the high-level activity category of cerebral cortex, including attention, memory, orientation, language ability, visual space orientation, executive function, organization and management ability, etc. In short, cognition is a complex process with multiple factors, levels and dimensions. Cognitive disorder is a psychological disorder developed from the perspective of cognitive psychological disorder. Psychological cognitive disorder can be called a neurocognitive disorder. Patients mainly have psychological disorders in problem solving, perception, memory, learning and so on. In the field of medicine, psychological cognitive impairment is defined as six cognitive impairments: social cognition, complex attention, language, perceptual motor function, learning

and memory, and executive function. Patients usually have a decline in these cognitive abilities, and in severe cases, they can have a brain decline. According to different types of psychological cognitive impairment, the field of psychology includes: mild neurocognitive impairment, mild neurocognitive impairment and severe neurocognitive impairment. Mild cognitive impairment is characterized by wandering, anxiety, depression, forgetfulness, memory and attention loss. Moderate cognitive impairment is characterized by further deterioration of cognitive ability. Patients are characterized by large emotional fluctuations, paranoia, anxiety, reduced ability of understanding and language expression, and reduced resolution of objective things such as time. Severe cognitive impairment developed further from moderate cognition. Patients show a decline in overall function and develop dementia, which will lead to delusion, indifference, lack of self-care ability and so on. However, cognitive impairment is not only a concept of clinical psychology, but also has rich cultural attributes. In other words, cognitive impairment involves all areas of life and plays an important role in analyzing and solving problems in the field. Relevant studies have pointed out that exploring the cognitive barriers and motivational factors of cultural tourism development has significant benefits for improving cultural tourism development.

The spiritual culture of horse refers to the concept, attitude, aesthetic interest, worship, respect and love of horse formed by human beings through long-term cultivation in social practice and consciousness activities. It is the core of horse culture. For example, in Mongolian culture, horses are regarded as "gods". In other words, horses are very important in the life and national development of Mongols. Since ancient times, Mongolian people have special feelings for horses no matter what occupation they are engaged in. In the production and labor, marching and fighting, social life, sacrificial customs, literature and art of the people of Inner Mongolia, almost all are accompanied by horse tracks and the sound of horse hoofs. In view of this, this study takes the horse culture in Inner Mongolia as an example to study the cognitive barrier motivation factors of the development of Chinese excellent traditional culture tourism, in order to explore the cognitive barrier problems that may be encountered in the development of traditional culture tourism, so as to provide theoretical guidance for the better development of traditional culture tourism.

Objective: Taking the horse culture in Inner Mongolia as an example, this study analyzes the cognitive obstacles and motivational factors of the development of Chinese excellent traditional culture tourism, so as to provide corresponding suggestions for the development of traditional culture tourism, so that the development and construction of traditional culture tourism can develop in a more ideal direction.

Research objects and methods: Using the methods of interview and analysis, 50 Inner Mongolia horse cultural workers, cultural tourism development workers and local residents were interviewed for 20-30 minutes. Then, carry out the intervention of cognitive impairment, and compare and analyze the improvement of the cognitive status of Inner Mongolia horse culture in the development of local cultural tourism by 50 people of different identities and occupations before and after the intervention of cognitive impairment. The evaluation indicators include: spiritual value, cultural value, economic value, practical value and communication value.

Methods: Use Excel software for statistical data analysis.

Results: Table 1 shows the cognitive barrier factors of horse culture tourism development in Inner Mongolia. Overall, after the implementation of cognitive impairment intervention, 50 people with different identities and occupations improved their cognition of the importance of Inner Mongolia horse culture in the development of local cultural tourism, with statistical differences.

Table 1. Cognitive barrier factors of horse culture tourism development in Inner Mongolia

Motivational factors of cognitive impairment	Cognitive impairment before intervention	Cognitive impairment after intervention	<i>p</i>
Economic value	56	86	<0.001
Pragmatic value	62	85	<0.001
Spiritual value	51	90	<0.001
Cultural value	49	86	<0.001
Communication value	60	82	<0.001

Conclusions: Horses are very important in Mongolian life and national development. However, people with different identities and professions have insufficient cognition of the importance of Inner Mongolia horse culture in the development of traditional cultural tourism. After cognitive intervention, they can significantly improve the cognition of Inner Mongolia horse culture, then it ensures the importance of Inner Mongolia horse culture in the sustainable and benign development of traditional cultural tourism development.

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THE INFLUENCE OF WEAK COMMUNICATION THEORY BASED ON PSYCHOLOGICAL ANALYSIS ON THE PSYCHOLOGICAL ANXIETY OF UNIVERSITY LIBRARY INFORMATION WORKERS

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Background: Anxiety is an emotional state of tension and fear caused by failing to achieve goals or threatening human beings to overcome these obstacles, self-esteem and self-confidence, or increasing the sense of failure and guilt. It includes three main parts: emotional experience, threat, uncertainty, cognitive expression of fear and physiological arousal. From the perspective of psychology, the increase of anxiety value will lead to distraction and block of attention, disturb the results of brain memory and thinking, and make people show anxiety, tension, indecision and disturbing emotional changes. Anxiety can lead to neurological dysfunction and mental illness or abnormal anxiety, which is particularly prominent in employees' mental health problems. However, if these manifestations are excessive, they will evolve into anxiety disorders, even physical and language stiffness, mental breakdown, or common mental diseases in medicine, which will bring great inconvenience to people's body and mind, work or study. With the increasing awareness of market competition pressure, more and more employees are troubled by anxiety, which directly affects their work efficiency, life law and physical and mental health. Relevant studies have pointed out that the direct object of anxiety problems not only stays at the human level, but also can produce anxiety problems through the difficulties of external factors. In other words, in today's society, due to social development and rapid changes in the social environment, anxiety has also spread rapidly and penetrated into all areas of social life. In short, the understanding of anxiety should attract people's attention.

The research of weak communication theory is not only restricted by the internal law of knowledge production, but also affected by some external factors. The most important factor is the change of the media itself. The transformation of contemporary communication has brought a series of problems, but it has not been effectively responded. The attention of the theoretical circle has turned to the research on new media, but it is obviously conservative and backward in the understanding, communication concept and theoretical construction of new media, and lacks substantive innovation. Facing this situation, the lack of social value of vulnerable communication theory leads to the ultimate anxiety of researchers. At the same time, in the process of historical development, the development of radio technology makes the transmission of information break through the limitations of time and space, and information can be transmitted over a long distance. The development of Internet technology has realized the two-way interactive development of information dissemination, and the information carrying capacity has been further improved. Under the background of digital information, the library and information work has also undergone profound changes. In particular, the digital information platform for library and information work has realized the liberation and development of human information dissemination. In view of this, in order to better promote the in-depth development of library and information work, this study analyzes the innovative development of weak communication theory in the library and information work of university library from the perspective of psychology, in order to solve the ultimate anxiety of weak communication theory in the library and information work of university library, so as to promote the development and progress of university library.

Objective: Based on the perspective of psychology, this paper analyzes the anxiety caused by weak communication theory in the library and information work of university library, and combined with the specific situation of anxiety, constructs an innovative development system in the library and information work of university library, so as to promote the sustainable and healthy development of university library.

Research objects and methods: 300 information workers were randomly selected from 30 university libraries as the research objects. Combined with the diagnostic test of anxiety tendency, the psychological anxiety of information workers in university libraries based on weak communication theory was measured. The scale contains 100 questions, including learning anxiety tendency, anxiety tendency towards others, loneliness tendency, self-blame tendency allergic tendency, physical symptoms, phobic tendency and impulsive tendency are eight dimensions, yes is recorded as 1 point, and no is recorded as 0 point. The score of good mental health is below 35, the score of moderate anxiety level is between 35 and 65, and the score of more than 65 belongs to mental unhealthy state.

Methods: Use Excel software for statistical data analysis.

Results: Table 1 shows the detection rate of psychological anxiety of university library information workers based on weak communication theory. On the whole, there are 60 university library information workers with anxiety score ≥ 35 under the weak communication theory, accounting for 20%. This shows that the weak communication theory is an important factor affecting the anxiety of university library

information workers, which should be paid enough attention.

Table 1. Detection rate of psychological anxiety of information workers in university library based on weak communication theory (*n*)

Factor	≥35 score	≥65 score
Anxious learning	5	5
Communication anxiety	15	5
Loneliness tendency	5	3
Self-reproach tendency	10	2
Sensitive tendency	5	5
Physical symptoms	10	5
Terrorist tendency	5	3
Impulsive tendency	5	2
Total score	60	30

Conclusions: This paper analyzes the psychological anxiety of university library information workers under the weak communication theory from the perspective of psychology. The results show that 20% of university library information workers have psychological anxiety, which should be paid enough attention to. In other words, in the process of innovation and development of university library information work, we should include psychological content, actively respond to the defects of weak communication theory, and do a good job in the psychological assistance of intelligence personnel, so as to promote the development and progress of university library.

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RESEARCH ON PUBLIC POLICY OF CHINA'S LOW-CARBON ECONOMIC DEVELOPMENT FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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Background: The so-called social psychology is committed to understanding and explaining how individual thoughts, emotions and behaviors are affected by reality, imagination and implicit social existence. On this basis, it traces the historical evolution of social philosophical speculation and social Empiricism on the social essence of human nature, as the pre-rational history and origin of social psychology. Therefore, we can construct the "birth myth" of social psychology. In other words, social psychology is an experimental study on social promotion or social encouragement. Only by introducing the experimental process into the research of human social psychology and social behavior can it mark the formal birth of modern social psychology. At this time, the discipline definition, combing, expression and demonstration of social psychology can truly obtain orthodoxy and authority in the individualism of logical positivism and methodology, and then legalize the continuity of discipline rational progress and the reproduction of discipline knowledge. During this period, after the establishment and development of the society of experimental social psychology, it became a substantive multinational discipline community, completing the shaping of discipline identity and discipline construction. It can be said that the emergence of the independent discipline consciousness of social psychology gave birth to the discipline system of social psychology, and the establishment and improvement of its discipline system promoted the development and growth of social psychology. So far, European social psychology has achieved its goal and entered a new stage of development with confidence. In short, social psychology is a subject that studies the psychological and behavioral development and changes of individuals and groups in social communication. Social psychology mainly explores interpersonal relationships at the individual and social group levels. At the individual level, the research contents include: individual socialization process, communication, speech development, partnership, and the impact of family or social environment on individuals. At the social group level, the research contents include: group communication structure, group norms, attitudes, racial prejudice, aggression, customs and culture. Social psychology is a main branch of psychology, which aims to study the psychological problems related to society.

All social events have human factors, that is, there are psychological problems. The psychology that

studies these disciplines is social psychology. Social psychology studies the development and changes of individual psychological activities from the perspective of individual and social interaction. Social psychology not only emphasizes the interaction between society and individual, but also involves the research of individual and social interaction guided by humanities and social sciences. The connotation of low-carbon economy public policy is to adjust or influence the market subjects through laws, prices, planning, taxation, finance, insurance, credit, charges, emission trading and other means according to the requirements of the law of market economy, so as to realize the public policy of coordination between economic construction and climate protection, and take the externality internalization of carbon emission behavior as the principle. Based on the benefits of carbon emissions, adjust the market players, and then establish the restraint and incentive mechanism for the sustainable utilization of resources and environment. In short, effective public policy is the guarantee to achieve the development goal of low-carbon economy. Relevant studies have pointed out that social psychology plays an important role in the public policy of China's low-carbon economic development, which can not only ensure the rationality of public policy, but also ensure the effectiveness of public policy. In view of this, this study constructs a public policy for the development of low-carbon economy based on social psychology, in order to promote the sustainable development of low-carbon economy in China.

Objective: To explore the specific situation of the development of China's low-carbon economy, and build a public policy for the sustainable development of low-carbon economy based on social psychology, in order to establish a circular resource system and a stable economic model for China's low-carbon economy.

Research objects and methods: 100 volunteers in various fields were selected as the research object to carry out the psychological intervention of low-carbon economy public policy based on social psychology. Comparative analysis: the changes of 100 volunteers' satisfaction with public policies of low-carbon economy before and after the intervention. Public policy evaluation indicators include: the principle of low-carbon and development, the principle of target feasibility, the principle of resource positioning, the principle of cost-benefit balance and the principle of public participation.

Methods: The data are analyzed by Minitab20 latest version of data statistics software.

Results: Table 1 shows the changes of volunteers' satisfaction with China's low-carbon economy public policies before and after the intervention based on social psychology. It can be seen from Table 1 that after the implementation of social psychology intervention, 100 volunteers' satisfaction with China's low-carbon economy public policy increased significantly, with statistical difference ($P < 0.05$).

Table 1. Based on the changes of volunteers' satisfaction with China's low-carbon economy public policy before and after social psychology intervention

Category	Satisfaction		P
	Before intervention	After intervention	
Principle of low carbon and development	50	80	<0.05
Objective feasibility principle	65	88	<0.05
Resource positioning principle	43	84	<0.05
Cost benefit balance principle	60	86	<0.05
Principle of public participation	55	83	<0.05

Conclusions: The public policy of low-carbon economic development based on social psychology can fully respect and adopt the suggestions of all parties, and then significantly improve the satisfaction of all parties with the public policy of low-carbon economic development, which is of great value to the promotion and application of public policy of low-carbon economic development in China.

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APPLICATION OF FINE MANAGEMENT IN CONSTRUCTION PROJECT MANAGEMENT UNDER COGNITIVE IMPAIRMENT

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Background: Cognitive function refers to the advanced functions of the brain, including perception, memory, speech and abstract thinking. It can also be simply understood as human activities to understand objective things. Cognitive function includes many cognitive fields, including memory, calculation, space-time orientation, structural ability, executive ability, planning, starting, sequence, operation, feedback, abstraction, decision-making and judgment, language understanding, expression and application. In the process of normal aging, cognitive function will decline, but in the process of abnormal aging, cognitive function will decline excessively in some aspects and gradually develop into pathological cognitive impairment. Cognitive impairment generally refers to the clinical syndrome of cognitive impairment in varying degrees caused by various reasons, such as physiological aging to disturbance of consciousness. Similar names include cognitive decline, cognitive impairment, or cognitive impairment. Cognitive impairment mainly includes memory impairment, which is usually considered as early symptoms, such as memory impairment of recent events, personal experience memory, memory impairment of major life events, orientation impairment, including time, place and character orientation impairment, language impairment, including difficulty in finding words, reading, writing and understanding, impaired visuospatial ability and decreased computing ability. Poor judgment and problem-solving skills. Dysfunctional state refers in particular to similar, progressive memory impairment. Because there is no impairment and functional impairment in other cognitive fields, it is not dementia, but a clinical state between normal aging and mild dementia. The most important clinical significance lies in early detection and early intervention to delay or prevent the occurrence and development of dementia. At the same time, under the background of cognitive impairment, construction project managers will have a series of problems, mainly manifested in inadequate construction project management, inadequate implementation of construction project management system, insufficient attention to construction project management, insufficient preparation in the construction preparation stage, lack of perfectly fine management mechanism and so on.

There are still many loopholes in the field of construction project management. Most enterprises rely too much on government functional departments due to imperfect project management, which leads to poor management effect. In view of the problem that the construction project management system is not in place, although the competent departments at all levels have formulated the supervision and management norms of the construction industry, they still cannot achieve satisfactory results in the specific implementation process. In view of the importance of construction project management, the construction unit advocates the principle of interests first at this stage. There are many deficiencies in the implementation of project management, the project quality cannot be effectively guaranteed, and the construction enterprises cannot develop well. The problem of insufficient construction preparation stage is mainly reflected in the low rationality of prefabrication construction and the low professional technical level and ability of construction enterprises. Finally, the lack of fine management mechanism makes it difficult to quantify the work standards. This paper analyzes the influencing factors affecting the efficiency of construction project management, combined with the fine management under cognitive impairment, in order to strengthen the construction technology management, innovate the management of construction engineering and optimize the construction management process.

Objective: In order to analyze the current situation of construction project management, combined with the fine management under cognitive impairment, improve the application value of construction project management, so as to provide new ideas and directions for future construction project management.

Research objects and methods: 100 construction related personnel in two regions are selected as the research object for cognitive impairment intervention, and then the fuzzy comprehensive evaluation method is used to evaluate the application status of fine management in construction project management, so as to determine the evaluation indicators: construction preparation, construction technology management, construction innovation management and construction process management. Then, the specific application effect of fine management in construction project management before and after cognitive impairment intervention is compared and analyzed.

Methods: Obtain the management effect of construction projects before and after fine management under cognitive impairment through SPSS18.00 data statistical analysis software.

Results: Table 1 shows the specific application effect of fine management in construction project management before and after cognitive impairment intervention. It can be seen from Table 1 that after the cognitive impairment intervention, the construction preparation, construction technology management, construction innovation management and construction process management have been significantly

improved, and there is a statistical difference before and after the intervention ($P < 0.05$).

Table 1. Specific application effect of fine management in construction project management before and after cognitive impairment intervention

Category	Cognitive impairment before intervention	Cognitive impairment after intervention	P
Preparation for construction	50	87	<0.05
Construction technology management	49	85	<0.05
Construction innovation management	55	86	<0.05
Construction process management	52	86	<0.05

Conclusions: After the fine management under cognitive impairment, the construction project management has achieved good results. Compared with before the cognitive impairment intervention, after the cognitive impairment intervention, the construction preparation, construction technology management, construction innovation management and construction process management have been significantly improved, which is worth popularizing and applying in the construction project management.

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UNIPUS AND SPOC PLATFORM INTERACTIVE “SMART” CROSS-CULTURAL COMMUNICATION COURSE FLIPPED CLASSROOM TEACHING MODE

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Background: Cognitive impairment is a perceptual disorder caused by mental disorders. In psychiatry, cognitive impairment seriously affects the individual’s judgment of external things. The generation of cognitive impairment is the brain injury caused by the stimulation of the external environment. The brain is the part that controls human activities. The damage of brain cognitive function will make adults unable to accurately judge the external information they receive. In psychiatry, cognitive impairment is a very serious mental disorder. Generally speaking, patients with cognitive impairment cannot accurately recognize external things due to cognitive psychological defects in daily life. Therefore, when individuals suffer from cognitive impairment, the resulting mental disorders are also increasing. Mental disorders lead to patients’ emotional control, and in serious cases, patients will have behaviors that harm themselves and others. The existing psychotherapy of cognitive impairment generally promotes the recovery of cognitive function of patients with cognitive impairment through psychological intervention of psychologists, but the method of psychological intervention can only achieve one-to-one remission at the same time, which is inefficient. Therefore, in the social development, education and teaching programs have been proposed for the cognitive impairment of mental patients, especially in colleges and universities. In college English teaching, students are more likely to have cognitive impairment because the complex environment of English teaching will affect students’ basic cognition.

In college English teaching, with the development of information technology, intelligent flipped classroom is more and more loved by teachers and students. The main reason is that intelligent flipped classroom can bring more novel teaching experience to students, in which cross-cultural communication greatly improves students’ interest in school. In college teaching, students’ cognitive impairment seriously hinders students’ learning. Therefore, colleges and universities continue to try to carry out teaching reform under the background of students’ cognitive impairment. The “smart” flipped classroom interactive between u campus and SPOC platform is the main teaching mode in colleges and universities at present. Therefore, how to reform the teaching mode based on students’ cognitive impairment will determine the teaching level of colleges and universities. Therefore, the research tries to start with the mitigation strategy of cognitive impairment, build a “smart” cross-cultural communication course flipped classroom teaching mode for the interaction between u campus and SPOC platform, in order to improve the teaching level of colleges and universities and alleviate students’ cognitive barriers at the same time.

Objective: This paper discusses the impact of cognitive impairment on the teaching quality of colleges and universities, and explores the “smart” cross-cultural communication course interactive between u

campus and SPOC platform under the background of cognitive impairment, so as to provide a reference direction for the teaching reform of colleges and universities.

Study design: Taking the students of Grade A and B in the hierarchical teaching of college English major of grade 21 in a university as the teaching language, the students are taught the course of cross-cultural communication, and the students' basic theoretical knowledge is sorted out before class. In the teaching process, teachers rely on the U campus and SPOC platform to build an exchange of visits between teachers and students, requiring students to provide learning results at the end of the course.

Result: A total of 150 students of grade B will evaluate the awareness, knowledge and skills of students' cross-cultural communication after the course teaching, judge the learning effect of students, and analyze the impact of students' cognitive impairment on the above three levels, as shown in Table 1. The degree of impact is represented by 0-4 levels, in which 0 represents no impact, 1 represents slight impact, 2 represents general impact, 3 represents obvious impact and 4 represents complete impact. It can be seen from Table 1 that the cognitive impairment of Grade A and B students has a significant impact on the awareness, knowledge and skills of cross-cultural communication.

Table 1. The influence of cognitive impairment on students' intercultural communicative competence

Student	Consciousness level	Knowledge level	Skill level
A	3	3	3
B	4	3	3

Conclusions: College students will have different degrees of cognitive impairment in English learning. Therefore, students' cognitive impairment should be fully considered in the reform of college teaching model. In the reform of the flipped classroom teaching mode of the "smart" cross-cultural communication course interactive between u campus and SPOC platform, the reform is based on students' cognitive impairment, with the main purpose of alleviating students' cognitive impairment and improving students' performance. The results show that the "smart" cross-cultural communication course flipped classroom teaching mode of u campus interacting with SPOC platform under cognitive impairment is more likely to be loved by students, and the effect of alleviating students' cognitive impairment is more obvious. In the teaching reform of colleges and universities, the current situation of students' cognitive impairment cannot be ignored. The teaching mode of colleges and universities needs to always pay attention to students' mental status and ensure the development of students' comprehensive quality.

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APPLICATION OF NATIONAL CULTURAL ELEMENTS IN FASHION DESIGN FROM THE PERSPECTIVE OF AESTHETIC PSYCHOLOGY

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Background: Aesthetic psychology is a kind of human psychological type. The emergence of aesthetic psychology is affected by human general psychology, which includes cognition, emotion and will. Under the influence of three psychological activities: cognition, emotion and will, people will have the ability to identify beauty and ugliness, which is also called aesthetic psychology. Aesthetic psychology is a collection of individual aesthetic cognitive, emotional and will processes. In aesthetic psychological activities, emotional processes account for a large proportion. In emotional psychological activities, people's cognitive and will activities be also ongoing. However, aesthetic psychology believes that there are essential differences between aesthetic psychology and general psychology. Under the influence of aesthetic psychology, individuals have higher spiritual needs and stronger individual cognitive ability. Aesthetic psychology includes intuition, individuality, emotion, self-cultivation and creativity. Intuition is the object perception in aesthetic psychology and a kind of subconscious rational content. The individuality in aesthetic psychology shows the individual freedom, that is, the freedom of personal interests and hobbies. Emotion is the most obvious psychological activity in aesthetic psychology. Emotion is the basis of aesthetic occurrence, and the external expression of aesthetic psychology is emotional catharsis. In addition, the

pursuit of self-supporting in aesthetic psychology is psychological satisfaction. In the aesthetic process, the individual's psychological trend will gradually realize self-supporting, and creativity is the way of emotional expression after aesthetic perception.

In fashion design, using consumers' aesthetic psychology for design optimization is the main way advocated in the current fashion field. At the same time, with the improvement of China's attention to the inheritance of national culture, abdominal distension enterprises also began to apply national cultural elements to fashion design. The cultural spirit contained in different nationalities is different, and different national cultural elements have created the unique aesthetic habits of all nationalities. In the fashion design of fashion design enterprises, national elements have become the main source of their design inspiration. By adding national elements to fashion design to improve the overall cultural connotation of clothing, the volume of clothing transactions has been increased to a certain extent. Under life psychology, the national cultural elements in fashion design should meet the aesthetic psychological set, that is, in fashion design, we need to start from the uniqueness of national culture and design clothing shapes, patterns, colors and materials that meet different aesthetic psychology according to cultural differences. The research takes aesthetic psychology as the theoretical basis, and puts forward the application measures of national cultural elements in fashion design, in order to provide direction for the development of fashion design enterprises and the inheritance of national culture.

Objective: This paper discusses the influence of aesthetic psychology on fashion design, analyzes the application of national cultural elements in fashion design under aesthetic psychology, and puts forward the development path of fashion design and the protection measures of national cultural inheritance.

Study design: Taking the students majoring in fashion design in a university as the research object, 80 students were selected for test and analysis, and the aesthetic psychology of all students was counted before the experiment. In the experiment, the students were divided into groups according to their different aesthetic psychology, and the differences of fashion design effects combined with national cultural elements under the influence of different aesthetic psychology were analyzed.

Results: Conduct quantitative evaluation on the effect of students' clothing design, and use the 0-5 scale to evaluate, which indicates that it is poor to very good in turn. It is concluded that the effect of students' clothing design under the influence of intuition, individuality, emotion, self-support and creativity is shown in Table 1. Table 1 shows that under the influence of intuition, individuality, emotion, self-cultivation and creativity in aesthetic psychology, students have a high evaluation of the effect they can achieve in fashion design, and the integration degree of national cultural elements in fashion design is also high.

Table 1. The influence of aesthetic psychology on fashion design

Aesthetic psychology	Intuition	Individuality	Emotionality	Autotropism	Creativity
Fashion design effect	5	4	5	5	4
National cultural integration	5	5	5	4	5

Conclusions: In the fashion design combined with national cultural elements, the designer's aesthetic psychology has a significant impact on the effect of fashion design. From the perspective of aesthetic psychology, this paper analyzes the application of national cultural elements in fashion design, and discusses the influence of different aesthetic psychology on fashion design and the combination degree of national cultural elements in fashion design. The results show that the aesthetic psychology of students majoring in fashion design can affect the design results to a great extent, and we can know that the integration effect of national culture in fashion design is different due to different aesthetic psychology of students. Better aesthetic psychology can improve the overall effect of fashion design and the application effect of national culture in fashion design. Therefore, the use of aesthetic psychology for design optimization can not only improve the development of fashion design industry, but also protect the inheritance of national culture.

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THE INFLUENCE OF COLLEGE ENGLISH TRANSLATION AND MULTIMEDIA INTERACTIVE TEACHING INNOVATION ON STUDENTS WITH COGNITIVE IMPAIRMENT

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Background: Medically speaking, cognitive impairment is a cognitive impairment caused by a brain defect. Patients with cognitive impairment need to take drugs for a long time in the follow-up treatment. In psychiatry, cognitive impairment is classified as a kind of mental disorder. This kind of mental disorder is that patients have cognitive impairment of understanding external things, and also have cognitive impairment of understanding their own specific situation. In psychiatry, it is considered that patients with cognitive impairment are mental disorders obtained after being impacted by thought or emotion. When patients suffer from cognitive impairment, they will have cognitive ambiguity, cognitive deviation and other symptoms. Patients' cognitive ambiguity refers to the occurrence of difficulty to recognize things in normal cognition, which leads to patients' inability to distinguish the authenticity and safety of things, which will lead to psychological cognitive problems, which will seriously lead to patients' mania. The cognitive deviation of patients refers to the deviation of patients' cognition of different things or events from that of ordinary people, that is, the cognition of external things of patients with cognitive impairment violates common sense. When the cognitive deviation of patients is serious, there will be serious mental disorders, and finally hallucinations and other deterioration phenomena. Therefore, in the current research, we are constantly looking for effective methods to treat patients with cognitive impairment. Gradually, some studies suggest that education and teaching can alleviate patients' cognitive impairment to a certain extent.

In college education, students' cognitive impairment is inevitable, especially in college English teaching. When students face the unfamiliar language teaching of English, cognitive deviation and cognitive ambiguity will lead to obvious cognitive impairment. In college English teaching, English translation teaching is one of the important teaching contents. English translation requires students to have strong language ability and logic ability, and the existence of students' cognitive impairment will seriously affect students' language ability and logic ability, which will lead to the poor effect of college English translation teaching. In multimedia interactive teaching, some studies have proved that it can effectively help students improve their translation ability. At the same time, the research also puts forward that it can alleviate students' cognitive impairment. With the development of society and the continuous improvement of information technology, college English teaching began to try to apply multimedia to curriculum interactive teaching. On the one hand, it is to improve teachers' comprehensive teaching ability, on the other hand, it is to stimulate students' learning emotion and alleviate students' cognitive impairment. Therefore, from the perspective of students' cognitive impairment, this study analyzes the impact of multimedia interactive teaching innovation on college English translation teaching and analyzes the changes of students' cognitive impairment, so as to provide a reference for college teaching.

Objective: This paper discusses the current situation of students' cognitive impairment in college English translation teaching, discusses the application status and role of multimedia interactive teaching in teaching practice, and analyzes the impact of college English teaching combined with multimedia interactive teaching on students' achievement and the mitigation effect of students' cognitive impairment.

Study design: 150 English majors in a university were selected, including 40 freshmen, 40 sophomores, 35 junior students, and 35 senior students. The number of cognitive impairments among all students was counted. Group discussion is conducted according to whether students have serious barriers, and the innovative teaching mode of English translation and multimedia interaction is adopted for students' teaching intervention. The teaching duration is 8 months. The changes in the professional achievement level of all students in 8 months are counted, and the changes in the cognitive ability of students with cognitive impairment are analyzed. All data were collected by SPSS24.0 software for statistical analysis, $P < 0.05$ indicates that the difference is statistically significant.

Table 1. Changes of students in the teaching process

		0 month	2 months	4 months	6 months	8 months
Professional achievement	Normal	61.4	67.8	70.3	74.9	77.6
	Cognitive impairment	34.7	39.8	45.6	55.4	68.9
	Cognitive ability	1	1	2	3	3

Results: The number of students with cognitive impairment among 150 students is 31. The teaching comparison between students with cognitive impairment and normal students is shown in Table 1. As can be seen from Table 1, the English translation scores of normal students show an increasing trend, while the scores of students with cognitive impairment also show an increasing trend. The scores of the two groups of students at the time of the test results are statistically significant compared with those before the test. In

the process of teaching, students with cognitive impairment evaluate their cognitive ability according to grades 0-5, indicating that it is poor to very good. The results show that the overall cognitive ability of students shows an improvement trend.

Conclusions: As one of the main subjects in college English teaching, how to deal with students' cognitive barriers in English learning is the key. Based on the analysis of the current situation of students' cognitive impairment in college English translation teaching, this paper puts forward an innovative model of multimedia interactive teaching, so as to improve the teaching quality of teachers in English translation teaching, so as to alleviate students' cognitive impairment. The results show that the multimedia interactive teaching model based on students' cognitive impairment can effectively improve the English translation performance of students with cognitive impairment, and the students' cognitive ability has also been significantly improved. Therefore, when facing students with cognitive impairment, colleges and universities should fully consider students' psychological thoughts, build a curriculum teaching model with cognitive understanding teaching, improve students' cognitive ability and promote students' healthy growth.

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DYNAMIC MODELING AND ANALYSIS OF COLLEGE TEACHING QUALITY EVALUATION SYSTEM BASED ON COGNITIVE PSYCHOLOGY

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Background: Cognitive psychology, a psychological trend of thought and research direction rising in the West in the mid-1950s. In a broad sense, it refers to the study of human advanced psychological processes, mainly cognitive processes, such as attention, perception, representation, memory, creativity, problem solving, speech and thinking. In a narrow sense, it is equivalent to contemporary information processing psychology. Studying cognitive process from the perspective of information processing is the mainstream of modern cognitive psychology. It can be said that cognitive psychology is equivalent to information processing psychology. It regards people as an information processing system, and holds that cognition is the whole process of information processing, including the coding, storage and extraction of inputs such as feeling, memory, creativity and thinking. According to this view, cognition can be divided into a series of stages, each stage is a unit that performs some specific operations on the input information, and the reaction is the product of this series of stages and operations. The components of information processing system are interrelated in some way. Teaching quality evaluation is one of the effective ways for teachers to understand the classroom teaching situation, obtain feedback information and improve teaching quality. The quality evaluation of classroom education in colleges and universities is an important means of teaching management in colleges and universities all over the country. Building a reasonable, effective and scientific teaching quality evaluation system model and related operation mechanism is important for improving teaching evaluation. It is of great significance to enrich the management theory of colleges and universities and improve the teaching quality in colleges and universities.

Objective: With the continuous increase of enrollment scale and educational development of colleges and universities in China, the teaching quality of colleges and universities has become the focus of the whole society and the public. However, up to now, classroom teaching is still the main way of higher education. Therefore, the quality evaluation system of classroom teaching is the main part of the whole teaching quality monitoring system in colleges and universities. Based on the fact that teaching is for declarative knowledge, the main teaching strategy is to teach students to process knowledge finely, so as to establish a close relationship between new knowledge and original knowledge, and then guide students to organize their learning in an orderly way. In teaching, teachers need to point out the principle of new knowledge to students, help students mark the key content, and inspire students to memorize knowledge by mnemonic method. At the same time, teachers also need to ask students to strengthen their memory. This teaching process involves cognitive psychology and has a wide range of applications. Therefore, using cognitive psychology to establish and design a fair, scientific and reasonable classroom teaching quality evaluation system is of great significance to improve the teaching level of teachers, students' learning effect and teaching management in China.

Subjects and methods: In the dynamic modeling analysis of college teaching quality evaluation system under the background of cognitive psychology, it is of great significance to improve teaching quality, promote students' personality development, improve students' interest in learning, promote the

coordinated development of students' cognition and emotion, and cultivate good personality. This paper applies cognitive psychology to college teaching and evaluates the teaching quality after application. The application effect of cognitive psychology can be improved from three aspects: student-oriented, teacher-oriented, improving class quality and adapting teaching to students' cognitive development. The detailed measures are mainly to establish the "people-oriented, student-oriented" teaching concept. In the teaching process of secondary vocational classes, teachers should establish reasonable classroom question time and let students express what they do not understand, or use pictures instead of words when displaying multimedia teaching. It can effectively avoid students' secondary processing of text information in the process of transformation and improve the quality of classroom teaching. According to the students' easy to accept teaching methods, the selection of appropriate teaching methods and teaching means, in the teaching process of continuous exploration, looking for students to accept the knowledge of the fastest teaching method. This study carries out a questionnaire survey from the following four points: first, make a horizontal comparison between teachers, so that teachers can obtain vitality and motivation in the increasingly fierce competition, and stimulate their own potential. Second, it can guide teachers to strive to meet the teaching objectives set at the beginning and improve their teaching quality in the teaching process. The third teaching quality evaluation system gives sufficient appraisal and scoring to teachers' daily teaching work, so that the teaching management department of colleges and universities can better master their teachers' teaching quality and teaching level, take it as an important basis for teachers' promotion, evaluation and distribution, prevent teachers from doing badly, and do a good job A level of unreasonable treatment. Fourth, teachers' teaching work must provide accurate feedback materials, so as to help teachers improve their teaching methods and teaching quality.

Study design: 300 groups of different ages, genders and occupations were investigated by stratified cluster random sampling. 100 students, teachers and parents were randomly selected for questionnaire survey. A total of 300 questionnaires were distributed, 286 were recovered, and the number of valid copies was 279. If there are blank answers to class I questions in 7 of the answers, it shall be deemed invalid.

Methods: The effect of dynamic modeling of college teaching quality evaluation system based on cognitive psychology is statistically analyzed by Excel.

Results: There are many factors affecting the teaching quality, and the relationship between the influencing factors is complex constructing a reasonable, effective and scientific teaching quality evaluation system model and related operation mechanism is of great significance to improve college teaching evaluation, expand college management theory and improve college classroom teaching quality.

In this survey, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. In order to reduce the large error caused by individual subjectivity in the evaluation, the evaluation values of 300 social groups are taken as the average and the results are rounded, the specific statistical table is shown in Table 1.

Table 1. Effect of dynamic modeling of college teaching quality evaluation system based on cognitive psychology

Factor	Incentive effect	Guiding function	Feedback function	Management function
Student group	4	3	3	3
Teacher group	4	4	3	4
Parent group	3	3	4	3

Conclusions: The teaching quality evaluation of college teachers is of great practical significance to improve the quality of national higher education. However, college teaching involves a lot of cognitive psychology content. Therefore, based on cognitive psychology, and the establishment and design of a scientific, fair and reasonable classroom teaching quality evaluation system is the guarantee to improve the quality of the whole higher education. The research on the classroom teaching quality evaluation system can also promote colleges and universities to quickly update their educational ideas, speed up the reform of the whole higher education and improve the quality of the whole higher education.

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REFORM AND PRACTICE OF MUSIC TEACHING IN COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: With the continuous progress of the times, the requirements for college students are becoming higher and higher. Nowadays, how to strengthen the moral, intellectual, physical, aesthetic and labor development of college students has become a concern of the whole society. In the education system of colleges and universities, music education in colleges and universities is one of the main ways to improve students' aesthetics, alleviate students' negative emotions and improve students' mental health. Therefore, with the promotion and popularization of quality education, college music teaching plays a more and more important role in the college education system, and people from all walks of life pay more and more attention to college music teaching. However, the current college music classroom teaching mode is relatively traditional and single, which cannot meet the needs of the times. Therefore, the current college music teaching mode still needs to be improved and optimized.

Educational psychology is a branch of psychology. Its main research direction is the learning effect of students, the effect of teaching intervention, the teaching psychology of teachers and the social psychology of school organization under the educational situation. Educational psychology is to apply psychological theory to education, so as to improve teaching methods, improve students' learning enthusiasm, and help students solve various problems in the process of learning and growth. In order to improve students' interest in music course learning, improve music performance, and then improve artistic aesthetics, based on educational psychology, this paper analyzes students' learning psychology and learning behavior in the process of music teaching in colleges and universities, and puts forward strategies to reform music teaching in colleges and universities. Based on the teaching design theory in teaching psychology, strengthen the practicability of music skills and apply what you have learned. Using the classroom management theory and organizational learning theory in educational psychology to cultivate students' teamwork spirit and ability, so as to make them complement each other and make common progress. According to the cognitive science theory and curriculum development theory in educational psychology, pay attention to learning evaluation and reflection, let students understand their learning effect, establish students' confidence and improve students' interest in learning. The reform of music teaching mode in colleges and universities based on educational psychology can effectively improve the effect of classroom teaching, improve students' music literacy, and provide high-quality talents for the society, which is of great significance to the healthy growth and long-term development of college students.

Objective: The current music classroom teaching mode in colleges and universities is relatively traditional and single, which cannot meet the needs of the times. Therefore, the current music teaching mode in colleges and universities still needs to be improved and optimized. Based on educational psychology, this study analyzes the learning psychology and learning behavior of students in the process of music teaching in colleges and universities, and puts forward strategies to reform music teaching in colleges and universities, hoping to effectively improve the effect of classroom teaching, improve students' music literacy, and provide high-quality talents for the society.

Research objects and methods: 80 students majoring in music in a university were selected as the research object, and the teaching effect of music teaching mode was evaluated by students' examination results.

Research design: The students were randomly divided into the research group and the control group, with 40 people in each group. Among them, the research group adopted the improved college music teaching mode for music teaching. The control group used the traditional college music teaching mode for music teaching. Three months later, the music test scores of the two groups were compared.

Methods: The software SPSS17.0 and excel were used to count and analyze the relevant data.

Results: After three months of teaching, the music test scores of the students in the research group were significantly higher than those in the control group ($P < 0.05$), as shown in Table 1.

Table 1. Music test scores of two groups of students

Timing	Music test scores		t	P
	Research group	Control group		
Before teaching	61.9±12.3	62.1±13.1	0.403	0.762
After teaching	82.6±6.2	75.3±10.1	4.354	0.022
t	8.019	2.431	-	-
P	0.001	0.037	-	-

Conclusions: With the promotion and popularization of quality education, music teaching in colleges and universities plays a more and more important role in the college education system, and people from all

walks of life pay more and more attention to music teaching in colleges and universities. Based on educational psychology, this paper analyzes the learning psychology and learning behavior of middle school students in the process of music teaching in colleges and universities, and puts forward strategies to reform music teaching in colleges and universities. The results showed that after three months of teaching, the music test scores of the students in the research group were significantly higher than those in the control group ($P < 0.05$). Therefore, the reform of college music teaching mode based on educational psychology can effectively improve the effect of classroom teaching, improve students' music literacy, and provide high-quality talents for the society, which is of great significance to the healthy growth and long-term development of college students.

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APPLICATION OF TRADITIONAL AESTHETICS IN GRAPHIC DESIGN FROM THE PERSPECTIVE OF MULTICULTURALISM

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Background: Graphic design, namely visual communication design, takes vision as the form of communication and expression, transmits visual information to the audience, and then makes the audience meet the visual needs of the audience after receiving this visual information. In visual communication design, color design is one of the most common design forms, and it is also the way to make the audience feel the artistic value and aesthetic value of the design products most intuitively. However, due to congenital or acquired reasons, some people have different degrees of obstacles to some visual organs, resulting in color vision impairment. Patients with color vision impairment have a weak perception of color, which are generally divided into total color blindness, red blindness, green blindness and blue-yellow blindness. In visual design, we can't fully understand the aesthetic needs of color in graphic design. Therefore, it is necessary to carry out graphic design for people with color vision impairment, meet the visual needs of people with color vision impairment, reflect humanistic care and jointly build a harmonious society.

Under the multicultural background, traditional aesthetics has also been used in graphic design. Design psychology can analyze people's psychological state and psychological needs, and apply the analysis results to art design. In addition, design psychology also studies the psychological changes of designers in the design process and the psychological impact of design works on social groups and social individuals, and applies these to art design, so that art design can more intuitively and appropriately reflect the psychology and emotion of the audience, so as to meet the psychological and aesthetic needs of the audience. Design psychology contains many contents, including visual design, color psychology, consumer psychology, product design, environmental design, personality tendency, hierarchical demand, etc., it also involves perceptual texture and psychological effect. Among them, product design is based on visual design, color psychology and consumer psychology. Based on design psychology, the research puts forward suggestions on graphic design for people with color vision impairment to meet the visual needs of people with color vision impairment. Based on the theory of color psychology, select the color with high visibility for graphic design. According to the theory of perceptual texture, improve the color texture performance of the graphic design. Finally, through the theory of consumer psychology and personality tendency, China's traditional aesthetics is applied to graphic design, such as ink painting. Based on design psychology, the improvement of graphic design mode for people with color vision impairment can better meet the visual aesthetic needs of people with color vision impairment, reflect humanistic care and promote the construction and development of a harmonious society.

Objective: To improve the graphic design mode for people with color vision impairment based on design psychology, so as to better meet the visual aesthetic needs of people with color vision impairment, reflect humanistic care and promote the construction and development of a harmonious society.

Research objects and methods: 100 patients with color vision impairment were selected from a third-class hospital as the research object, and the satisfaction of patients with graphic design works was evaluated according to the evaluation value of patients. The evaluation value ranges from 1 to 5. The higher the score, the higher the patient's satisfaction with the work.

Research and design: Invite a designer to carry out graphic design. One of the graphic design works adopts the improved graphic design mode based on design psychology, which is recorded as work A. Another graphic design work adopts the traditional graphic design mode for design, which is recorded as work B.

Record the patient's evaluation values of the two works.

Methods: The relevant data were processed and analyzed by software SPSS18.0 and Excel.

Results: The evaluation value of 100 patients with color vision impairment on work A was significantly higher than that of work B ($P < 0.05$), as shown in Figure 1.

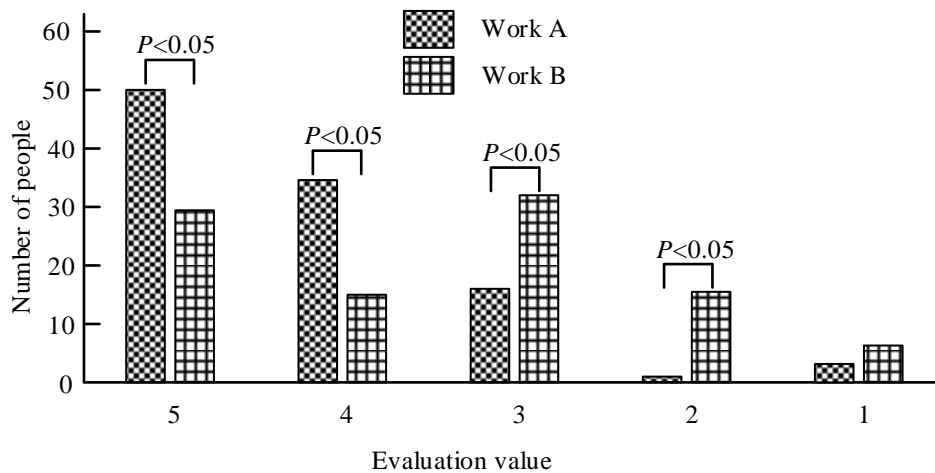


Figure 1. Evaluation value of works by patients with color visual impairment

Conclusions: Due to congenital or acquired reasons, some people have different degrees of visual impairment, resulting in color vision impairment. Patients with color vision impairment have a weak perception of color and color design in graphic design, which is difficult to meet the visual needs. Based on design psychology, this study applies Chinese traditional aesthetics to graphic design. The experimental results showed that the evaluation value of 100 patients with color vision impairment on work a was significantly higher than that of work B ($P < 0.05$). The above results show that based on design psychology, the improvement of graphic design mode for people with color vision impairment can better meet the visual aesthetic needs of people with color vision impairment, reflect humanistic care and promote the construction and development of a harmonious society.

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ON THE PRACTICE OF INHERITING EXCELLENT CULTURE IN ANCIENT CHINESE LITERATURE FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology takes the psychological changes of objects in the process of education and teaching as the main research content, and takes psychological theory as the guidance to provide help for the development of educational activities. Educational psychology is mainly divided into behaviorism and cognitivism. Behaviorism believes that learning is a process of strengthening habits. Learning in the teaching process is a complex of stimulation and reflection. Teachers stimulate students repeatedly to form a habit of knowledge. The school of cognitivism believes that education is a process of cognitive internalization. Learning is not only the memory of knowledge, but also the subjective consciousness processing of students on the basis of knowledge. Compared with behaviorism, cognitivism puts more emphasis on the main role of students in teaching activities and advocates giving full play to students' autonomous ability in learning. The role of teachers is more inclined to guide and assist.

The course of ancient Chinese literature is an important basic course in colleges and universities. The teaching of ancient Chinese classic literature includes many contents of Chinese traditional culture. It is a feasible way to inherit Chinese excellent traditional culture. In the teaching process of ancient Chinese literature, students can not only understand the literary development process of Chinese traditional society from the perspective of literature, but also receive the edification of Chinese excellent traditional culture

and national spirit, so as to realize the double improvement of humanistic quality of academic knowledge. However, the traditional teaching mode of ancient Chinese literature course is relatively old-fashioned and stereotyped. In the teaching process, students' learning enthusiasm is not high, so it is difficult to give full play to the role of ancient Chinese literature course in promoting Chinese excellent culture. Therefore, it is necessary to adjust and reform the course of ancient Chinese Literature under the guidance of the theory of teaching psychology, so that the course of ancient Chinese literature in colleges and universities can undertake the responsibility of inheriting Chinese excellent culture.

Objective: This paper discusses the role and practice of college Chinese ancient literature curriculum in the inheritance of Chinese excellent traditional culture from the perspective of educational psychology, analyzes the inheritance responsibilities and practice paths of college Chinese ancient literature curriculum under the guidance of educational psychology theory, develops new ways to carry forward Chinese excellent traditional culture and national spirit, and widens the coverage of Chinese excellent traditional culture in college curriculum. Through the reform and adjustment of the course of ancient Chinese literature and kindness in colleges and universities, we can promote the combination of the course of ancient Chinese literature and the inheritance of Chinese excellent traditional culture. We hope to use new teaching modes and means to enhance the educational psychological enthusiasm of college students and help students improve their participation in the teaching activities of ancient Chinese literature.

Research design: This study uses the method of comparative experiment to understand the role and effect of college Chinese ancient literature curriculum in the inheritance of Chinese excellent traditional culture, and analyzes the differences in the inheritance effect of Chinese ancient literature curriculum under the traditional teaching mode and the new teaching mode guided by educational psychology. Using the method of stratified cluster random sampling, two classes were selected from each of the four grades for comparative experiments, and they were divided into experimental group and control group. The students in the experimental group studied the course of ancient Chinese literature under the new teaching mode guided by educational psychology, while the students in the control group used the traditional teaching mode. The comparative experiment lasted for 3 months. The experimental group and the control group carried out the course of ancient Chinese literature twice a week, and each class hour was 90 minutes. Through the course test and traditional culture knowledge competition results of the students in the experimental group and the control group, this paper analyzes the role of the new teaching mode guided by educational psychology in the inheritance of Chinese excellent traditional culture.

Results: Obtain the level of educational positive psychology of the students in the experimental group before and after the experiment, and analyze the impact of the curriculum reform of ancient Chinese literature integrated with excellent cultural inheritance on the students' educational positive psychology under the guidance of educational psychology. The comparison results of the scores of students in different grades before and after the experiment are shown in Table 1. The students' educational psychological enthusiasm is significantly improved under the new teaching mode.

Table 1. Comparison of scores of educational positive psychologies of students in different grades before and after the experiment

Experimental object	Before experiment	After the experiment
Freshman	1.98±0.34	3.77±0.26
Sophomore	2.06±0.29	3.84±0.27
Junior	2.04±0.33	3.85±0.31
Senior	1.91±0.38	3.76±0.33

Conclusions: Starting from the psychological activities in the teaching process, educational psychology has important guiding significance for the development of educational activities and the improvement of teaching effect. Educational psychology can effectively improve the harmony between teachers and students, stimulate students' learning enthusiasm and learning potential from a scientific point of view, and help colleges and universities improve the teaching quality of ancient Chinese literature. From an academic perspective, it opens up a new communication path for the inheritance of Chinese excellent traditional culture. Based on the theory of educational psychology, we should break the old-fashioned teaching mode of the traditional Chinese ancient literature curriculum, so that the Chinese ancient literature curriculum can adapt to the development process of the new era and provide help for carrying forward the national spirit.

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ON EMPLOYEE CAREER MANAGEMENT IN HUMAN RESOURCE MANAGEMENT UNDER THE BACKGROUND OF COGNITIVE PSYCHOLOGY

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Background: Based on human behavior activities, cognitive psychology studies and analyzes human internal psychological activities, and studies the psychological processes of human cognitive behaviors such as memory, perception and reasoning. Different from behaviorist psychology, cognitive psychology studies the mechanism of human internal psychological activities that are difficult to be observed directly, and analyzes human memory processing, extraction and other change activities. Information processing is the mainstream view of cognitive psychology. Cognitive psychology believes that man is an information processing system, and human cognitive activity is the process of information processing such as coding, input, storage and extraction of perceptual information. Cognitive psychology takes human input and output activities as the research object, analyzes the internal psychological changes between human input and output activities, infers the psychological activities behind them from the observable input and output phenomena, and probes into human cognitive psychological process from the outside and inside.

In today's social situation, social competition is becoming increasingly fierce. Both enterprises and employees need to find their core competitiveness in order to occupy a place in the fierce competition. In order to improve their comprehensive strength, enterprises expect to cultivate a group of employees with high working ability and loyalty in the process of human resource management and guided by the direction of enterprise development, so as to improve the comprehensive level of the enterprise. Employee career management is an important part of human resource management. Through planning and guiding the career development of employees, establish scientific and reasonable employee work objectives and performance appraisal system, and combine active employee skill training and guidance to promote the development and growth of employees. In order to promote the development of enterprise human resource management, this paper introduces cognitive psychology into employee career management, explores the problems of employee career management in human resource management under the guidance of cognitive psychology theory, and improves the level of enterprise human resource management from the perspective of employee cognition.

Objective: From the perspective of cognitive psychology, this paper analyzes the problems existing in employee career management in enterprise human resource management, and explores the optimization strategy of enterprise employee career management suitable for the current social and economic development situation. Under the guidance of cognitive psychology theory, the research analyzes the development direction of enterprise employee career management, helps enterprise human resource specialists take the enterprise development goal as the guidance, and improves employee cohesion and work level through human resource management, so as to achieve the purpose of common development of enterprises and employees.

Research design: This study uses analytic hierarchy process to construct the evaluation index system, analyzes the impact of employee career management factors on employees' work enthusiasm in enterprise human resource management, decomposes the employee career management problem into multiple target levels, and calculates and sorts the weight of indicators at each level by means of fuzzy quantification of qualitative indicators. Explore the importance of all levels of employee career management in improving employees' work enthusiasm.

Use the expert consultation method to preliminarily analyze the various levels of indicators of employee career management, and construct the employee career management index system. The standard level indicators of the index system are enterprise attention, salary system, career development, performance appraisal and work distribution.

Table 1. Changes of enterprise cognitive psychological characteristics of enterprise employees after reform

Test dimension	Before reform	After reform
Work enthusiasm	1.54±0.28	3.99±0.25
Corporate culture identity	1.35±0.26	3.83±0.42
Organizational open cognition	1.21±0.34	3.87±0.31
Organizational development cognition	1.43±0.32	3.95±0.26

Results: After the adjustment and reform of employee career planning, the changes of enterprise cognitive psychological characteristics of enterprise employees are shown in Table 1. Through the reform

and optimization of enterprise employee career planning, the work enthusiasm, corporate cultural identity, organizational openness and organizational development of enterprise employees have been significantly improved.

Conclusions: In the highly competitive social market situation, if enterprises want to seek long-term development and upgrading in the market, they must improve their human resource management level and make long-term enterprise development planning and design under the guidance of enterprise development objectives. In order to attract more high-quality talents, enterprises also need to strengthen the career management of employees and do a good job in the construction of corporate culture, so that employees can make common progress and development with enterprises in scientific and reasonable career planning, so as to achieve a win-win situation between enterprises and employees. Enterprises should enhance their awareness of human resource management, pay more attention to employees' career management, adjust the rationality of the overall salary system, establish a scientific and smooth channel for employees' career development, improve relevant performance appraisal system and allocation of work tasks, optimize employees' working environment and atmosphere, and stimulate employees' enthusiasm, Promote the common development and progress of employees and enterprises.

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RESEARCH ON THE APPLICATION OF OFFLINE ONLINE AND OFFLINE HYBRID PHYSICAL EDUCATION TEACHING MODEL FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: There are certain individual differences among different students. Different students have different abilities and methods of accepting knowledge, but students often have certain internal laws and characteristics in the process of learning. Based on psychological theory, educational psychology analyzes the internal law of psychological changes of students and teachers in educational activities, deeply excavates the psychological characteristics and changes of students in the process of teaching, and provides psychological theoretical basis for improving teaching quality. The theoretical basis of educational psychology can effectively help teachers comprehensively use a variety of teaching methods in the teaching process, design scientific, reasonable and targeted teaching programs based on students' individual characteristics, and help students improve their learning ability. Educational psychology theory can also effectively improve teachers' sensitivity to students' psychological changes, help teachers grasp the laws and opportunities of students' psychological changes, and promote students' mental health development.

In recent years, colleges and universities and the government have gradually realized the importance of students' physical education, the height of college physical education curriculum has been continuously improved, and the reform of college physical education curriculum has been gradually promoted and implemented. With the development of modern information technology and the integration of fields, the organic combination of information technology and higher education, online teaching mode has become a new educational means. The online and offline mixed education mode is also gradually applied in college physical education. Colleges and universities begin to use Internet technology and equipment to assist physical education, combined with advanced information technology means to improve students' enthusiasm for physical exercise and promote the all-round development of students' physical quality, knowledge and technology.

Objective: Based on the theory of educational psychology, the research deeply analyzes the learning psychological characteristics and change law of middle school students in the process of physical education teaching, analyzes the application of online and offline hybrid physical education teaching mode, excavates the effect of online and offline hybrid new teaching mode in actual college physical education teaching, and discusses the new path of college physical education curriculum reform, so as to provide reference for promoting the improvement of college physical education teaching quality. Under the guidance of educational psychology theory, the research deeply analyzes the advantages and existing problems of online and offline hybrid physical education teaching mode, understands the current situation of physical education teaching mode in colleges and universities, and expects to put forward reflection and suggestions on the development of physical education teaching mode.

Research design: The research adopts the method of comparative experiment to understand the differences between the new online and offline hybrid physical education teaching mode and the traditional

physical education teaching mode, analyze the advantages and problems of the online and offline hybrid physical education teaching mode, and put forward the optimization strategies and suggestions for the reform of college physical education curriculum on this basis. The research adopts the method of random cluster stratified sampling, and 120 college students are selected for comparative experiment. The experimental objects are randomly divided into offline teaching group, online teaching group and mixed teaching group. The offline teaching group adopts the traditional face-to-face teaching form, while the online teaching group adopts the combination of online class and video teaching, The mixed teaching group adopts the online and offline mixed physical education teaching mode for physical education. The comparative experiment lasts for 3 months. During the experiment, students conduct physical education once a week, and each teaching time is 2 hours. After the experiment, collect the evaluation scores of the experimental objects on different physical education teaching modes. The experimental objects score the three physical education teaching modes from four aspects: teaching concept, curriculum, classroom mode and information management.

Results: The changes of the students' psychological enthusiasm for physical education teaching in the experimental group before and after the experiment are shown in Table 1. After a three-month experiment, the students' psychological enthusiasm for physical education teaching in the experimental group has increased significantly under the new mode of online and offline hybrid physical education teaching, and the students' learning enthusiasm for physical education knowledge learning, physical skills learning and physical psychological quality training has increased significantly.

Table 1. Changes of students' psychological enthusiasm for physical education teaching in the experimental group before and after the experiment

Test dimension	Before reform	After reform
Sports knowledge learning	1.24±0.38	3.95±0.34
Sports skill learning	1.37±0.32	3.81±0.37
Cultivation of sports psychological quality	1.15±0.37	3.79±0.32

Conclusions: The online and offline hybrid physical education teaching mode breaks the time and space constraints of the traditional teaching mode and has a higher degree of freedom, which is convenient for teachers and students to arrange physical education teaching time freely. And online and offline hybrid physical education teaching mode, relying on advanced Internet information technology and equipment, students can watch and study the live broadcast and playback of courses online anytime and anywhere. Students have enough time to preview and review the sports theory and skills taught by teachers, which can effectively meet the personalized needs of students for physical education learning. Under the new online and offline mixed teaching mode, rich and free teaching mode and time arrangement can effectively enhance students' psychological enthusiasm for physical education teaching and promote students to actively and independently carry out physical education learning and exercise.

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RESEARCH ON THE DECONSTRUCTION AND INTEGRATION PATH OF WISDOM EDUCATION SYSTEM TECHNOLOGY UNDER THE BACKGROUND OF EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology analyzes the changes and internal laws of the psychological activities of educators and educates in the process of education and teaching. It is a new branch of psychology and became an independent psychological discipline at the end of the 19th century. Educational psychology is a marginal interdisciplinary subject, which organically integrates educational science and psychology, deeply analyzes the psychological state of educational subjects in educational practice, and deeply excavates the laws and characteristics of psychological changes behind it from the behavior in

educational activities. With the advancement of social development, the task of educational psychology is also increasing. Educational psychology expands from the basic study of psychology to the cultivation of object behavior and emotional aesthetics in teaching activities. From various angles, this paper studies the psychology and thinking of educational subjects in teaching practice, so as to provide psychological support for the improvement of educational quality.

With the continuous improvement of social informatization, the integration of education and information technology has gradually deepened. Wisdom education has become a new path for the development of national education and an inevitable choice under the situation of the times. In recent years, the state has paid more and more attention to education, actively promoted education reform at different levels, increased educational economic expenditure and policy preference, and put forward an important strategic goal of the integration of science and education. Smart education takes big data, cloud computing and other information technologies as the realistic basis and technical support, constructs a modern social smart education system, expands the depth and quality of education driven by technology, and puts forward new possibilities for the development of modern education in China.

Objective: Based on the theory of educational psychology and the educational psychological characteristics and change law of middle school students in wisdom education, the research deconstructs the system and technology of wisdom education, clarifies the internal context and relationship between wisdom education system and technology, and systematically combs the relationship and development map of education and information technology in wisdom education. Under the guidance of educational psychology theory, this paper studies the system and technical structure of intelligent education, analyzes the psychological relationship between students and intelligent education mode, puts forward the integration path of intelligent education, and explores the collaborative development mechanism of intelligent education and information technology, hoping to provide help for the progress and development of modern education in China.

Research objects and methods: The research adopts the combination of questionnaire survey and in-depth interview to deconstruct the system and technology of intelligent education. Taking 100 students, 20 teachers and 10 technicians related to intelligent education as the survey objects, we understand the intelligent education system and technology from different perspectives of students, teachers and technicians. Through in-depth one-on-one interviews, the research explores the integrated development path of intelligent education and information technology from the perspective of three different roles, and collects the suggestions and opinions of teachers and technicians on the coordinated development of the two.

Study design: Through the form of questionnaire survey, the research understands the intelligent education system from the perspective of students, teachers and technicians related to intelligent education, carries out the system technical structure of intelligent education from three angles, compares intelligent education with other traditional education methods, and realizes the multi angle modeling of intelligent education technology system. Combined with the way of interview, this paper deeply excavates the application of smart education technology system in the three dimensions of students, teachers and technicians, understands the path thinking of different subjects on the technology integration of smart education system, comprehensively considers the situation of smart education from three angles, and puts forward the development path of the integration of smart education and information technology. And use the way of pilot experiment to understand the impact of the intelligent education mode on students' learning effect and learning psychology, and explore the rationality of the path reform of the new intelligent education mode integrating information technology.

Results: A pilot experiment was conducted on the intelligent education system integrating information technology to verify the feasibility and effectiveness of the intelligent education system in actual education and teaching. The changes in the number of subjects' positive and negative educational psychology before and after the pilot experiment are shown in Table 1.

Table 1. Changes in the number of positive and negative educational psychology before and after the pilot experiment

Statistical items	Before the pilot		After the pilot	
	Number of educational positive psychology	Number of educational negative psychology	Number of educational positive psychology	Number of educational negative psychology
Research object	241	286	429	71

Conclusions: Smart education is a high-end form of traditional education under the development of

information technology. The construction of smart education is a long-term and complex systematic project. The research and promotion of intelligent education need to deeply explore the application effect of intelligent education from the perspective of technology and system, and deconstruct the technical system of intelligent education, so as to help us comprehensively examine the application of intelligent education in educational practice from the perspective of technology and system, and deeply analyze the essence and root of intelligent education system, It provides a reference for the upgrading and development of modern education.

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RESEARCH ON THE THEORY AND NEW MODEL OF NEW MEDIA HEALTH COMMUNICATION STRATEGY TO GUIDE PUBLIC OPINION BASED ON SOCIAL PSYCHOLOGY

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Background: Social psychology analyzes the psychological phenomena of individuals and groups in the social environment, deeply excavates the emotional, ideological or behavioral characteristics of individuals under the restriction of others or groups, and understands the internal rules of the characteristics of individual interpersonal relationship, social inhibition and social promotion in the social environment. In terms of groups, social psychology excavates the unique psychological characteristics of social groups, and analyzes the characteristics of group cohesion, group decision-making and group psychological atmosphere of different social groups. Social psychology is based on social classification. Through social classification, individuals with common characteristics are psychologically classified as a whole, so as to make an overall psychological analysis of social groups with the same characteristics and deeply understand the psychological characteristics of social groups.

In recent years, the development of information technology has greatly changed people's daily life. The emergence of new media has shortened the communication distance between people and the world, enabling people to quickly collect social information and understand social hot events. However, on the other hand, new media has also brought many challenges to the healthy communication of information. Especially in the face of social emergencies, new media has the important functions of public opinion guidance and information communication. It is required that new media adhere to the guiding principle of the core issue of health communication under the guidance of social psychology, closely follow the problems of actual events, and correctly and healthily guide social public opinion. Starting from the public opinion guidance law and healthy communication strategy of emergencies, grasping the key of public opinion guidance and management of emergencies in the new media environment can effectively reduce the public opinion response errors when emergencies occur and realize the correct management of social public opinion.

Objective: Guided by the theory of social psychology, the research explores the role of public opinion guidance of new media under the healthy communication strategy of new media, analyzes the development trend of public opinion guidance management when emergencies occur, and deeply excavates the potential law of public opinion guidance of emergencies. Starting from the healthy communication strategy of new media, this paper analyzes the theoretical basis of new media in public opinion guidance and management, and puts forward corresponding suggestions on public opinion guidance and management mode of new media, hoping to improve the public opinion guidance and management ability of modern new media in the event of emergencies and reduce the mistakes in the process of social public opinion guidance.

Research design: From the perspective of social psychology, the research uses the theory of social psychology to analyze the psychological characteristics of social individuals and groups in the process of social public opinion communication, excavates the social psychological basis of the guidance of new media to social public opinion when public emergencies occur, and analyzes the mode improvement strategy and path of new media public opinion management and guidance based on the concept of new media healthy communication and combined with analytic hierarchy process. The research uses analytic hierarchy process to explore the mode improvement strategy of new media public opinion management guidance when emergencies occur, and explore the new path of using new media means to guide the public opinion communication of the public from the six perspectives of rule of law guarantee, function coverage, subject status, environmental adaptation, unified planning and right division, based on the analysis of the problems faced by the public opinion guidance management of emergencies in the new media environment. Through

the analysis of the current situation of social public opinion communication, the research deeply excavates the guiding role of new media in the psychology of social public opinion, and establishes the guiding index system of new media public opinion management when public emergencies occur. The analytic hierarchy process is used to weight the indicators, analyze the functionality and application of the scheme indicators at all levels, and sort the index weights by means of fuzzy quantification of qualitative indicators, so as to provide decision-making assistance for the optimization of the mode of public opinion guidance and management of new media.

Results: The evaluation and comparison results of the psychological guidance effect of public opinion before and after the intervention of new media are shown in Table 1. After the introduction of the concept of new media health communication strategy, the psychological guidance effect of the public in terms of public opinion reception, public opinion communication and psychological recognition in the face of public emergencies is significantly improved.

Table 1. Comparison of evaluation results of public opinion psychological guidance effect before and after new media intervention

Survey object	Before new media intervention	After the intervention of new media
Public opinion reception	1	3
Public opinion communication	2	4
Public psychological recognition	-	-
Public opinion reception	-	-
Public opinion communication	-	-
Public psychological recognition	1	4

Conclusions: From the perspective of social psychology and new media health communication strategy, the research analyzes the social psychological phenomenon in the process of social public opinion communication, which can provide effective help for the establishment of a new model of public opinion guidance and management. The theory of social psychology and the healthy communication strategy of new media require that on the basis of combining the psychological characteristics of social groups and individuals, a new mechanism of public opinion guidance of new media for public emergencies should be constructed, and the new media should be able to guide the public opinion of emergencies in time, so as to strengthen the response and management ability of new media when emergencies occur. Give full play to the role of new media in social information dissemination. New media should make scientific and rational use of social information, change the traditional perspective of information control, give full play to the social mobilization of new media, and unite social groups to deal with emergencies.

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ANALYSIS OF INNOVATIVE TEACHING REFORM OF ACCOUNTING EDUCATION IN COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: From the perspective of psychology, educational psychology combines educational practice with psychological theory to deeply explore the psychological law of pedagogy in the process of education. Educational psychology analyzes the learning and intervention effects and psychological factors of educational subjects under the educational environment, and studies the influence of various psychological factors in the process of educational practice on the educational process and educational effect. Educational psychology is a marginal interdisciplinary subject of pedagogy and psychology, which has a short development time, but the proposal of educational psychology theory is of great significance to the

development and progress of pedagogy and psychology. Educational psychology applies the theoretical content of psychology to practical educational activities, which can promote the development of education, apply the influence of psychological factors to the improvement of curriculum design and teaching methods, and help students deal with the difficulties and challenges faced in the learning process.

With the advent of the era of information and big data, the speed of social development is accelerating, which puts forward higher requirements for accounting students and brings more opportunities. Under the new social situation, accounting students have a large development space and good prospects for future development. At the same time, with the reform and improvement of the education system, the number of accounting students with professional skills is increasing, which makes the employment competition among accounting students increasingly fierce. The severe employment situation requires colleges and universities to improve and optimize the accounting courses, so that the accounting education in colleges and universities can keep pace with the development of the times and meet the needs of the employment market. Through the reform of accounting education system in colleges and universities, we should innovate and enhance the comprehensive ability and professional skill level of accounting graduates, so as to improve the employment competitiveness of accounting students.

Objective: Based on the theory of educational psychology, this study deeply analyzes the change law of educational psychological activities of college accounting students in professional teaching, explores the learning psychological basis of accounting students, and studies and analyzes the reform of accounting education system in colleges and universities. This paper studies and analyzes the problems existing in the teaching of accounting major in colleges and universities, obtains the employment market demand of accounting major students, and puts forward the corresponding strategies and suggestions for the reform of accounting major teaching system in colleges and universities. The research analyzes the problems existing in the innovative education reform of accounting specialty in colleges and universities, and puts forward the direction of accounting specialty education reform in colleges and universities, hoping to improve the quality of accounting specialty education in colleges and universities, transport more high-quality accounting professionals for national construction and development, and alleviate the employment pressure of accounting graduates in colleges and universities.

Research design: The research adopts the method of stratified cluster random sampling, and randomly selects two accounting classes from each of the four grades of a university to conduct a comparative experiment to verify the pilot implementation effect of the innovation and entrepreneurship teaching reform of accounting specialty. Before the implementation of the experiment, first understand the current situation of college accounting education from the perspective of college accounting students, excavate the problems existing in the innovative education reform of college accounting, and collect the opinions and suggestions of college accounting students on professional education. During the comparative experiment, the students in the experimental group taught with the new teaching mode of innovation and entrepreneurship education reform under the guidance of educational psychology, optimized the existing teaching concept and teaching curriculum arrangement of accounting specialty, strengthened the construction of practice platform of accounting specialty, and improved the teaching quality and professional level of teachers through various training and guidance activities. The students in the control group were taught according to the traditional teaching mode of accounting specialty, maintaining the original teaching arrangement and progress. The experiment lasts for 3 months. The experimental reform course includes all compulsory and elective courses related to accounting.

Results: The changes of the educational psychological enthusiasm of the students in the experimental group and the control group before and after the experiment are shown in Table 1. After the experiment, the psychological enthusiasm of the students in the experimental group has increased significantly, and the learning enthusiasm of the students in the experimental group for accounting education has increased significantly, while there is little difference between before and after the traditional education mode.

Table 1. Changes of educational psychological enthusiasm of students in the experimental group and the control group before and after the experiment

Investigation time		Educational psychological enthusiasm
Before experiment	Experience group	1.25±0.32
	control group	1.27±0.28
After the experiment	Experience group	3.41±0.36
	control group	1.34±0.27

Conclusions: Under the new social situation, accounting students are facing opportunities and challenges. Accounting students are required to seize employment opportunities and improve their self-worth. Colleges and universities should also create a good innovative education environment for

accounting students, optimize the innovation education reform of accounting majors in colleges and universities based on educational psychology, pay attention to the organic integration of accounting curriculum content and innovation and entrepreneurship, and help accounting students in colleges and universities realize the development of innovation and entrepreneurship. starting from the psychological factors of accounting students, exploring the reform and development path of innovation and entrepreneurship education in accounting teaching is of great value to promote the development of students' mental health and the progress of professional education.

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FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY, THE LOGIC, DILEMMA AND PATH OF HIGH-QUALITY SERVICE OF LOCAL COLLEGES AND UNIVERSITIES TO THE NATIONAL RURAL REVITALIZATION STRATEGY

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Background: Social psychology is an interdisciplinary subject of psychology and sociology. It combines psychological theory with sociology to analyze the phenomenon and change characteristics of individual and group psychological activities under the background of social environment. Compared with the general psychology of analyzing natural individuals and social individuals respectively, social psychology discusses the internal special relationship between the research subject and social objects, analyzes the relationship between individuals and individuals and between individuals and groups, and studies the change law of psychological activities of individuals and groups from the perspective of sociology. From the individual level, social psychology analyzes the formation and development law of individual characteristics, studies individual psychological characteristics and performance, and deeply excavates the interaction between social situations and individuals. From the perspective of social groups, social psychology discusses the differences of psychological characteristics between different social groups, and analyzes the influence between social groups and individuals.

The proposal of rural revitalization strategy meets the needs of urban-rural integrated development, meets the requirements of reducing the development gap between urban and rural areas under the new situation, and has important practical significance for establishing the mutual supply and feedback mechanism between rural and urban areas. On the other hand, local colleges and universities serving the national rural revitalization strategy also has important value for the development of colleges and universities and the cultivation of college students. While delivering high-quality talents to rural areas through local colleges and universities serving the national rural revitalization strategy and promoting the revitalization of rural industries, colleges and universities serving the rural revitalization can also solve the problem of difficult employment of college graduates. From the perspective of social psychology, analyzing the social and humanistic phenomena in the process of promoting the rural revitalization strategy and understanding the psychological change law behind them can effectively improve the quality level of local colleges and universities serving the national rural revitalization strategy.

Objective: Under the guidance of social psychology theory, through the analysis of the psychological characteristics of social groups in the process of rural revitalization, this study explores the psychological characteristics of various subjects in the process of local colleges and universities serving the national rural revitalization strategy, analyzes the logic and ideas of local colleges and universities serving the national rural revitalization strategy with high quality, and discusses the significance and importance of local colleges and universities serving the rural revitalization strategy. It provides a reference for local colleges and universities to serve the promotion of the national rural revitalization strategy and policy. This paper deeply excavates the current situation of local colleges and universities serving the national rural revitalization strategy, analyzes the difficulties and challenges faced by local colleges and universities serving the rural revitalization, and puts forward corresponding countermeasures and solutions on this basis, hoping to protect the ship for promoting the modern development of rural industry.

Research design: Using Delphi method to analyze the efficiency value of the service scheme of colleges and universities serving the national rural revitalization strategy, analyze the internal logic and dilemma of colleges and universities serving the national rural revitalization strategy with high quality, and obtain the feasible path of colleges and universities serving the national rural revitalization strategy with high quality. Firstly, combined with the theory of social psychology, this paper combs the internal logic and path ideas of colleges and universities serving the national rural revitalization strategy, sorts out the ideas of different

service schemes of colleges and universities serving the national rural revitalization strategy, and establishes the service index system. The research then uses Delphi method to evaluate the efficiency of service construction indicators and analyze the weight of various service indicators, so as to provide reference for local colleges and universities to provide high-quality services for the national rural revitalization strategy. The research takes university managers and rural grass-roots managers as the consultation object, revises and arranges the index system through three rounds of consultation, empowers the indicators at all levels, and deeply excavates the difficulties faced by local university high-quality service national rural revitalization strategy from the perspective of university managers and rural grass-roots managers. Collect the suggestions of people from different angles on local colleges and universities serving the national rural revitalization strategy, and put forward the implementation path to improve the service quality on this basis.

Results: The analysis results of college managers and rural grass-roots managers on the dilemma of local colleges and universities serving the national rural revitalization strategy with high quality are shown in Table 1. At present, there are some problems in local colleges and universities serving the national rural revitalization strategy, such as insufficient service awareness of colleges and universities, insufficient internal development power of villages, loss of local talents in villages and lack of environmental supporting facilities.

Table 1. The analysis results of university managers and rural grass-roots managers on the dilemma of local universities' high-quality service and national rural revitalization strategy

Survey object	University administrators	Rural grass-roots managers
Insufficient service awareness of colleges and universities	4	3
Lack of internal driving force for rural development	3	4
Rural local brain drains	4	4
Lack of supporting environment	4	3

Conclusions: In order to improve the service quality of local colleges and universities serving the national rural revitalization strategy, the government should strengthen the relevant policy support for college graduates to return home and start businesses, attract more college graduates to return home and start businesses through the method of policy preference, and promote the promotion of rural revitalization strategy. rural areas should strengthen the docking service with colleges and universities, make use of the knowledge and technological advantages of colleges and universities, build service industrial parks, establish characteristic rural industries, give full play to the collective overall planning ability of rural areas, and realize the revitalization of rural industries. In the process of promoting the psychological challenges faced by rural colleges and universities, we should fully consider the psychological linkage between rural colleges and universities and local personnel in the process of promoting the strategic revitalization of rural colleges and universities.

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RESEARCH ON COLLEGE ENGLISH TRANSLATION TEACHING THEORY AND TRANSLATION SKILLS FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology organically integrates pedagogy and psychological theory, studies the basic psychological change characteristics and laws of teaching and learning in educational situations, analyzes the psychological phenomena of teachers and students in educational practice, and discusses the interaction between the psychological characteristics of teachers and students. Educational psychology is the result of the expansion of psychological theory to the field of pedagogy. The fundamental purpose of educational psychology is to apply the theoretical knowledge or research results of psychology to practical educational activities, provide guidance for educational practice, and help teachers carry out curriculum design and teaching method reform in teaching activities. Using the theory of educational psychology as the basis to innovate and reform the educational model can effectively help teachers use positive educational

psychological factors, promote the improvement of students' learning ability and enthusiasm, and help students cultivate good learning habits.

English translation is an important part of English learning. It has high requirements for students' comprehensive English application ability and grammar knowledge level. Under the traditional college English translation teaching mode, the teaching concept and curriculum of English translation are relatively backward, which is difficult to meet the needs of the English application market in the new era, and lack of scientific and overall planning. Moreover, the English translation teaching materials used in the traditional English teaching mode are relatively backward, the content of the teaching materials is single, and they lack the combination with the real English application scene, which cannot provide guidance for the improvement of students' English practical application ability. The backwardness of efficient English translation teaching theory and model makes the status of college English translation teaching in English learning in China show the characteristics of marginalization. Colleges and universities are required to actively explore a new teaching model of college English translation theory and skills to help college students improve their English translation skills.

Objective: Based on the theory of educational psychology, this paper analyzes the problems existing in college English translation teaching, understands the current situation of college English translation theory and skill teaching, deeply excavates the places that can be optimized and improved in college English translation teaching, and promotes the improvement of college English translation teaching quality. Guided by the theory of educational psychology, this study analyzes the value and function of college English translation theory and skill teaching from the perspective of pragmatics, hoping to provide help to improve college students' English translation level.

Research design: From the perspective of educational psychology, this study analyzes the psychological change characteristics and laws of college students in the process of college English translation theory and skill teaching, understands the psychological factors in college English translation theory and skill teaching, explores the problems existing in college English translation theory and skill teaching, and analyzes the optimization direction of college English translation theory and skill teaching. The research combines the problems of college English translation teaching and teaching psychological analysis, constructs the college English translation theory and skill teaching system, and explores the development direction and path of college English translation theory and skill teaching through multi-level index analysis. Combined with the principal component analysis method, this paper makes a weighting analysis on the college English translation theory and skill teaching system, and analyzes the best way to optimize and adjust the college English translation theory and skill teaching system through the weight ranking of various characteristic indexes. The study uses a pilot experiment to verify the feasibility and effectiveness of the proposed optimization path of college English translation theory and skills teaching system. Taking a college English major as the pilot experimental object and four grades of English majors as the experimental object, the experiment lasts for three months. During the experiment, the optimized and adjusted college English translation theory and skills teaching system is used for teaching.

Results: Before and after the experiment, the changes of the learning psychological enthusiasm and psychological identity of the experimental subjects to the teaching of English translation theories and skills are shown in Table 1. With the adjusted teaching mode of college English translation theories and skills, the learning psychological enthusiasm and psychological identity of college students have increased significantly.

Table 1. Before and after the experiment, the changes of subjects' learning psychological enthusiasm and psychological identity

Survey items		Freshman	Sophomore	Junior	Senior
Before experiment	Psychological enthusiasm	1	1	2	1
	Psychological identity	2	1	1	2
After the experiment	Psychological enthusiasm	3	4	3	3
	Psychological identity	4	3	3	3

Conclusions: Under the guidance of educational psychology theory, this study analyzes the psychological characteristics of students in the process of college English translation theory and skill teaching, and explores the development direction and path of college English translation theory and skill teaching. The study found that in order to improve the teaching quality of English translation theories and skills in colleges and universities, teachers should integrate pragmatic and contextual theories into English translation teaching, establish translation teaching objectives and teaching ideas that keep up with the times, and help college students correctly understand, learn and use English translation skills. In the process of English translation teaching, teachers can adopt appropriate interactive methods to deepen college students'

understanding and mastery of English translation skills and knowledge, help college students deeply understand the concept of English translation, and deepen college students' understanding of the corresponding relationship between English original text and translation. College students should also maintain high learning enthusiasm and initiative in the process of English translation learning, independently summarize the knowledge of English translation skills and improve their English translation skills. The experimental results show that the adjusted college English translation theory and skills teaching model can effectively improve college students' learning psychological enthusiasm and psychological identity, and is of great value to promote college students' English learning.

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COLLABORATIVE INNOVATION OF DIGITAL ECONOMY AND RURAL TOURISM FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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Background: Social psychology studies the psychological phenomena of society and groups under the background of social environment, analyzes the psychological restriction thoughts and behaviors of individuals and groups, and analyzes the behavior characteristics of individuals under the inhibition of others or groups, including individual interpersonal attraction, social promotion, social obedience, interpersonal perception and other psychological representations. Social psychology organically integrates psychological theory and sociological theory. It is a marginal interdisciplinary subject between psychology and sociology, which is deeply influenced by the two disciplines. Therefore, there are always two theoretical viewpoints in different directions in social psychology. The two theoretical viewpoints have different emphases, which are divided into sociological direction and psychological direction. The two theoretical viewpoints analyze the phenomenon of social psychology from different angles, and explore the characteristics and laws of psychological changes of individuals and groups in social situations.

In recent years, digital economy has sprung up. With the progress and development of Internet technology, Internet digital economy has become an emerging economic model. The 13th Five-Year Plan puts forward the goal and task of vigorously developing tourism to promote the transformation of national economic structure. As an emerging business form of the tourism industry, rural tourism is an important opportunity to drive the transformation and upgrading of the rural economy. However, in recent years, the supply-demand balance of rural tourism has been broken and encountered the development bottleneck of business homogenization. Rural tourism is required to grasp the vent and reality of the rise of digital economy, organically integrate rural tourism and digital economy, and promote the coordinated and innovative development of rural tourism and digital economy, so as to improve the service quality and development level of rural tourism.

Objective: Under the guidance of social psychology theory, this paper analyzes the development status of digital economy and rural tourism, understands the problems and challenges faced by rural tourism in the development process, and puts forward new ideas and paths for the development and upgrading of rural tourism. The research discusses the significance and value of the coordinated development of digital economy and rural tourism, and analyzes the industrial efficiency of the coordinated development of digital economy and rural tourism, hoping to provide reference for the transformation of national economic structure and the development of rural tourism.

Research design: Using the theory of social psychology, this paper analyzes the individual psychological activities in the development of digital economy and rural tourism, analyzes the psychological characteristics and change laws of social individuals and groups, deeply excavates the potential social psychological background of the collaborative innovation of digital economy and rural tourism, and explores the direction and path of the collaborative innovation of digital economy and rural tourism. Based on the analysis of social and psychological factors, this study analyzes the problems and limitations existing in the development of digital economy and rural tourism, explores the entry point of the collaborative innovation development of digital economy and rural tourism, and constructs the hierarchical index system of the collaborative innovation development of digital economy and rural tourism. The research uses analytic hierarchy process to analyze the collaborative innovation development strategy and path of digital economy and rural tourism from the perspectives of resource integration, digital integration, employee quality training and brand influence construction, and makes auxiliary decision-making through index qualitative analysis, so as to provide direction reference for the collaborative innovation development of digital

economy and rural tourism. And through the pilot implementation of the collaborative development model, verify the feasibility and effectiveness of the collaborative innovation development model of digital economy and rural tourism.

Results: By comparing the psychological characteristics of tourists under the collaborative innovation mode of digital economy and rural tourism with the traditional rural economic development mode, the changes of tourists' psychological recognition and psychological tendency enthusiasm for rural tourism are shown in Table 1. The rural tourism development model under the collaborative and innovative development of digital economy can effectively improve the psychological enthusiasm and identity of tourists to participate in rural tourism, which is of great significance to promote the rapid development of rural tourism.

Table 1. Recognition of rural tourists and psychological changes

Survey object	Traditional development model	Collaborative innovation model
Psychological recognition	1.26±0.21	3.58±0.26
Psychological enthusiasm	1.13±0.26	3.47±0.31

Conclusions: Based on the theory of social psychology, this paper analyzes the social-psychological factors in the process of collaborative innovation development of digital economy and rural tourism, and explores the direction and path of collaborative innovation development of digital economy and rural tourism. The study found that in order to promote the further development of rural tourism and realize the transformation of rural economic structure, rural tourism should be organically integrated with digital economy, inject elements of the digital era, and improve the digital and networked development level of rural tourism. Rural tourism should strengthen industrial integration, expand the development dimension of rural tourism, realize the extension and interaction of rural tourism industry with the help of digital economy, grasp the guidance of market hot spots, and give full play to the characteristic advantages of rural tourism. Rural tourism should also maintain its natural characteristics according to local conditions, strengthen local geographical indications, launch tourism brands with local characteristics, and fully reflect the charm of rural tourism culture in combination with digital economy.

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ON THE EXPRESSION OF JAPANESE AND CHINESE PSYCHOLOGICAL CAUSATIVE STRUCTURES OF LANGUAGE MAJORS FROM THE PERSPECTIVE OF PSYCHOLOGICAL TYPICALITY UNDER COGNITIVE IMPAIRMENT

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Background: Cognitive impairment refers to the obstacles in the construction and cognition of individual knowledge structure. Individual's existing knowledge hinders the construction of new knowledge structure, or forms incomplete knowledge structure. Cognitive impairment is a conceptual meaning, and its cognitive scope is not limited to the cognition and construction of concepts and skills. The cognitive consciousness of the cognitive subject is directly related to its cognition and description of things. In the process of teaching, the cognitive subject has cognitive obstacles, which may come from the social, environmental, cultural and other factors of the cognitive subject. The two languages often show a state of separation. The two languages have different language characteristics and internal meanings. Therefore, there are often differences in the learning modes of the two languages, and this difference may lead to learners' cognitive obstacles to the two languages. Cognitive impairment patients lack the cognition of the common points between languages in the process of language learning, which leads to cognitive impairment of language learning.

The typical perspective of psychology originates from anthropologists' reference and cognition of color. People take the representative color as the positioning reference of focus color. From color to psychological

theory, focus color has changed into focus cognition. In the process of people's cognition of the world, things with the same phenomenon are built around the prototype, which is people's cognitive reference point. In the process of language learning, people's language cognitive process also has the characteristics of prototype. The typical perspective of psychology in linguistics is to learn other language structures from the cognitive prototype through the characteristics of language prototype structure and meaning. The psychological causative structure in language is in an independent language framework. The expression of psychological causative structure exists in both Chinese and Japanese. Therefore, the study analyzes the expression of psychological causative structure in Japanese and Chinese through the cross-language typical language prototype pair equation and the psychological typical transformation method of linguistics.

Objective: Based on the psychological typical theory of cognitive linguistics, this study explores the differences and similarities between the expression of psychological causative structures in Japanese and Chinese under cognitive impairment, analyzes the learning status of language majors with cognitive impairment on psychological causative structures in Japanese and Chinese, and provides help for language majors with cognitive impairment in the learning process of English and Japanese psychological causative structures, it is hoped to provide a new thinking perspective for the learning and transformation of the meaning structure of Japanese and Chinese psychological history, and promote the development of Japanese and Chinese translation teaching.

Research design: Through the statistical analysis, this study understands the learning situation of students with cognitive impairment on the expression of Japanese and Chinese psychological causative structures, and analyzes the difficulties and challenges faced by students with cognitive impairment in the process of learning the expression of Japanese and Chinese psychological causative structures. Starting from the theory of psychological typicality, this study discusses the expression differences and similarities of psychological causative structures in Japanese and Chinese. Starting from the causative verbs in Japanese and Chinese, taking the psychological causative verbs in Chinese as the reference point, this paper analyzes the characteristics of psychological causative verbs in Japanese and Chinese, and excavates the mutual transformation mode between Japanese and Chinese psychological causative verbs, establish a learning model of the causative structure in Chinese and Japanese based on the typical theory of linguistic psychology. The study takes 200 Chinese students majoring in Japanese with cognitive impairment as the research object, and uses the way of comparative experiment to analyze the application effect of linguistic psychological typical theory in the mutual conversion of Japanese and Chinese psychological causative verbs. The research subjects were divided into an experimental group and a control group. The students in the experimental group adopted the new causative structure learning model based on the typical theory of linguistic psychology, while the students in the control group adopted the traditional basic learning model to study the expression of Japanese and Chinese psychological causative structure. The experiment lasted for one month. During the experiment, the subjects studied for 2.5 h a week.

Results: The evaluation results of the students in the experimental group and the control group on the learning difficulty of the conversion of Japanese and Chinese psychological causative verbs are shown in Table 1. With the help of psychological typicality theory, the students in the experimental group have a lower evaluation of the learning difficulty. They believe that the learning difficulty of Chinese and Japanese as causative structures is lower, which proves that psychological typicality theory can effectively help students with cognitive impairment learn language expression.

Table 1. The evaluation results of the students in the experimental group and the control group on the learning difficulty of the conversion of psychological causative verbs in Japanese and Chinese

Survey object	Experience group	Control group
Expressive learning of Chinese psychological causative structure	1.25±0.35	2.66±0.34
Japanese psychological causative structure expression learning	1.56±0.27	3.09±0.27
Conversion of psychological causative verbs in Japanese and Chinese	1.74±0.31	3.52±0.29

Conclusions: The theory of psychological typicality in linguistics can effectively help students with cognitive impairment improve the learning efficiency of language syntactic expression and lexical expression, enhance the integration of syntactic expression and lexical expression between different languages, and promote the learning of psychological causative structure expression in Japanese and Chinese.

Acknowledgement: The research is supported by: Mozi Vocational Education Research Association of Chinese Mozi Society Plans the Subject of Mozi Vocational Education from 2021 To 2022 in the 14th Five-Year

Plan: Mozi's Thoughts on Vocational Education under the Pattern of "Double Circulation", Research on Enlightenment of Talent Cultivation (No. MZ2021009); 2016 Shandong Province Enterprise Training and Employee Education Key Subject Research: Research on Problems and Countermeasures of School-Enterprise Cooperation in Foreign Language Majors in Higher Vocational Colleges (No. SKZ-JL-JCK-20).

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THE PROTECTION AND INHERITANCE OF MANCHU EMBROIDERY IN HEILONGJIANG PROVINCE IN THE PAST 40 YEARS OF REFORM AND OPENING UP UNDER COGNITIVE IMPAIRMENT

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Background: The high-frequency symptoms of cognitive impairment are the abnormalities of human brain advanced functions such as emotion, memory, logic and thinking, and the cognitive impairment of patients in one aspect is likely to cause cognitive impairment in other aspects. The causes of cognitive impairment diseases are mostly the abnormal activity of human cerebral cortex, which is generally treated with antioxidants Glutamate receptor antagonists and other drugs or surgical treatment. At present, the Manchu embroidery culture and art located in Heilongjiang Province of China, some Manchu embroidery inheritors suffer from varying degrees of cognitive impairment due to their general age, low level of education, insufficient intake of nutrition in their childhood and other reasons. Manchu embroidery belongs to a minority culture, and the number of people who appreciate and inherit Manchu embroidery is significantly less than that of popular literature and art such as Peking Opera. In addition, some inheritors also suffer from cognitive impairment, and they lack or cannot accurately express some production methods and concepts of Manchu embroidery, which affects the inheritors to share the technical and cultural core of Manchu embroidery with others. Further reduce the transmission and inheritance efficiency of Manchu embroidery, and increase the difficulty of the protection of this intangible cultural inheritance. Therefore, in order to protect Manchu embroidery, a characteristic folk art in Northeast China, it is necessary to study the cognitive impairment of Manchu embroidery inheritors.

Objective: To explore the communication status, inheritance status and protection status of Manchu embroidery intangible cultural heritage in Northeast China, and analyze the main psychological reasons and influence degree of cognitive impairment of Manchu embroidery inheritors, so as to provide some basis for the government to optimize the system and policy of protecting Manchu embroidery.

Participants and methods: This study selected 35 Manchu embroidery inheritors with different degrees of cognitive impairment from Heilongjiang Province, and conducted semi-structured interviews with these Manchu embroidery inheritors to understand the causes and severity of cognitive impairment. Then 42 psychological experts and masters of man embroidery art were selected from China to form an expert group. They consulted the expert group on the psychological causes of the cognitive impairment of the inheritors of man embroidery in recent decades, and asked them to evaluate the impact of various causes on the cognitive impairment. After taking back the expert feedback, they sorted out the opinions and sent them to the members of the expert group again for feedback until the members of the expert group reached an agreement. In addition, the influence degree is divided into five grades: no influence, slight influence, general influence, obvious influence and full influence. In order to further improve the accuracy of statistics, these grades are given to integers 1, 2, 3, 4 and 5 in turn.

Results: After the expert group reached a consensus, the influence psychology and degree of cognitive impairment of Manchu embroidery inheritors were counted, as shown in Table 1.

Table 1. Statistics of psychological factors and influence degree affecting cognitive impairment of Manchu embroidery inheritors

Reason	No effect	Slight impact	General impact	Obvious influence	Full impact
Demanding perfection psychology	0	3	21	13	5
The audience does not recognize the value of full embroidery	2	8	11	17	4
Feudal thought and cultural psychology in man embroidery	5	12	17	5	3

The numbers in each cell in Table 1 mean the number of people in the expert group who believe that the corresponding psychology will cause the cognitive impairment of the inheritors of man embroidery. It can be seen from Table 1 that the expert group believes that the psychology of “the audience does not recognize the value of man embroidery” has the most significant impact on the cognitive impairment of the inheritor, followed by the “demanding perfection psychology of the inheritor”. Among the three psychological reasons, “feudal thought and cultural psychology in man embroidery” has a relatively low impact on the cognitive impairment of the inheritor, but the degree of impact cannot be ignored. Specifically, for these three reasons, the number of people who choose the impact level as “full impact” and “obvious impact” are 4, 5, 3 and 17, 13 and 5 respectively.

Conclusions: In view of the negative impact of cognitive impairment of embroidery inheritors on the protection and inheritance of Manchu embroidery in Heilongjiang Province, this study understands the psychological causes of cognitive impairment of Manchu embroidery inheritors through semi-structured interviews, and designs an expert investigation experiment to verify the reliability and impact level of these factors. The consultation results show that the expert group believes that the psychology of “the audience does not recognize the value of man embroidery” has the most significant impact on the cognitive impairment of the inheritor, followed by the “demanding perfection psychology of the inheritor”. Among the three psychological reasons, “feudal thought and cultural psychology in man embroidery” has a relatively low impact on the cognitive impairment of the inheritor, but the degree of impact cannot be ignored. This is because if any art cannot be appreciated and psychologically accepted by the audience, the inheritance value of the art and the craftsmanship value of the successor will be greatly reduced, which will virtually affect the psychology and cognition of the successor. The analysis results show that some negative psychology of the inheritors and the audience will significantly affect the cognitive impairment symptoms of the inheritors of Manchu embroidery. Therefore, it is suggested that the relevant departments of the local government take measures to treat the cognitive impairment of this group, and change some wrong perceptions of the audience about Manchu embroidery through some mass media, so as to ensure that Manchu embroidery can be inherited more safely and stably.

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INFLUENCE OF DIGITAL TECHNOLOGY ON THE INHERITANCE OF CERAMIC INTANGIBLE CULTURAL HERITAGE IN COLLEGES AND UNIVERSITIES UNDER THE BACKGROUND OF COGNITIVE PSYCHOLOGY

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Background: From a narrow perspective, cognitive psychology can be understood as information processing psychology, that is, a discipline that studies the psychological changes and laws of the processing process of collecting information in the brain and the formation process of subsequent thinking. The research objects of cognitive psychology are mainly people’s advanced thinking processes, such as perception, attention, memory, language, etc. In contrast to behaviorism psychology, cognitive psychology also studies processes that cannot be directly observed, such as memory processing, storage and extraction. Cognitive psychology pays more attention to the basic psychological causes of human behavior, but the process from psychological state to behavior cannot be directly observed. Therefore, cognitive psychologists can only speculate about this process by analyzing the information received by the object and the behavior generated. Therefore, the research of cognitive psychology often needs to carry out experiments to provide basis and support for speculation.

Most of China’s intangible cultural heritage has the characteristics of high learning difficulty and poor quantifiability. Among them, the representative object is the ceramic technology major. These characteristics make the communication efficiency of teaching contents of relevant majors in colleges and universities often limited, and even seriously affect the learning efficiency of students with cognitive impairment to a certain extent, resulting in some students’ employment anxiety. In recent years, digital technology has been more and more applied to the teaching process of intangible culture and technology specialty in colleges and universities, which alleviates the above problems to a certain extent. However, teachers still pay limited attention to students’ psychological state during and after class. If students’

cognitive psychological state is taken into account when applying digital technology, it is possible to further improve the teaching quality of ceramic technology specialty.

Objective: Based on the analysis of the current application status and main application forms of digital technology in the teaching of ceramic technology specialty in colleges and universities, this paper studies how to integrate the methods and theories of cognitive psychology into these application processes, so as to more accurately understand the psychological situation of educates and alleviate the cognitive obstacles and employment anxiety of students in the specialty. So as to improve the inheritance stability and security of China's ceramics and other intangible cultural heritage.

Objects and methods: Four universities with sufficient representation in teaching scale, teaching content, teaching staff and teaching auxiliary facilities of ceramic specialty were selected from domestic universities for nationalities and arts, and then 200 college students majoring in ceramic specialty were selected as the research objects. They were divided into experimental group and control group, with 100 people in each group. Firstly, the basic data of the two groups of students are statistically compared. After confirming that there is no significant difference in the basic information of the two groups of students, the ceramic technology teaching experiment is carried out for the two groups of students. The teaching contents of the two groups are the same, but various digital technology teaching methods are integrated into the teaching process of the experimental group, such as obtaining and disclosing the digital form files of teaching materials and making ceramic technology teaching animation using digital animation technology. Teach students to use 3D software to design ceramic works, etc. Before and after the experiment, teachers are required to interview the subjects to understand their cognitive impairment and employment anxiety. The degree of the two problems is scored by teachers. 1, 2, 3, 4 and 5 represent "asymptomatic", "mild", "moderate", "severe" and "extremely serious" respectively.

Results: The statistical results obtained after the experiment are shown in Table 1.

Table 1. Scores of students' cognitive impairment and employment anxiety after teaching

Statistical items	Experience group	Control group	Change value (%)	P
Cognitive impairment	2.28±0.11	2.67±0.12	-14.61	0.012
Employment anxiety	2.47±0.25	3.19±0.24	-22.57	0.007

Note that all measurement data in the experiment are displayed in the form of mean ± standard deviation, and *t*-test is conducted. The significance level of the difference is taken as 0.05. The column of "change value" in the table shows the change range of the mean value of each score of the experimental group relative to the control group. According to Table 1, the average scores of cognitive impairment and employment anxiety in the experimental group after teaching are 14.61% and 22.57% lower than those in the control group respectively, and the differences are statistically significant.

Conclusions: In order to alleviate the cognitive impairment and employment anxiety of ceramic students in colleges and universities in China, this study attempts to integrate various digital technology teaching methods into ceramic courses, so that teachers can consider students' educational psychology and cognitive level as much as possible when using digital teaching aids, and adjust the use mode and frequency of digital teaching tools on this basis. Then a teaching experiment is designed and carried out according to this idea. The experimental results show that the average scores of cognitive impairment and employment anxiety in the experimental group after teaching are 14.61% and 22.57% lower than those in the control group respectively, and the differences are statistically significant. Therefore, it can be seen that the use of digital teaching technology tools in accordance with the principles of cognitive psychology can improve the learning effect of ceramic students.

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RESEARCH ON SAFETY MANAGEMENT OF COLLEGE STUDENTS' CHEMICAL LABORATORY FROM THE PERSPECTIVE OF PSYCHOLOGY

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Background: Safety psychology is a subject that studies the psychological state and psychological activity law of producers from the perspective of preventing accidents, reducing personal and property damage and ensuring production safety. Different people may have different psychological states even in the same work and production. The research purpose of safety psychology is to find and summarize the behavior mode of producers from this complex and diverse psychological and behavioral performance, so as to effectively reduce safety accidents and reduce the loss of safety accidents. As a place with high frequency of safety accidents, college chemical laboratory should be given more attention. Moreover, by observing the safety accidents of college chemical laboratory at home and abroad in history, it can be seen that most of the accidents are closely related to human factors. Therefore, if the safety psychology analysis is not carried out for the personnel who use the university chemistry laboratory, they cannot accurately grasp and understand their psychological activities and behavior reasons, which is not conducive to the safety work of the domestic university chemistry laboratory.

Objective: This paper explores the occurrence process of college chemical laboratory safety accidents in China in recent years, and analyzes the direct and root causes from the psychological perspective of the responsible person, so as to provide suggestions for improving the safety management of college chemicals laboratories in China.

Objects and methods: Collect the accident data of university chemistry laboratories in China in recent 20 years from the relevant domestic public databases, analyze the direct and root causes of the accidents from the perspective of the relevant responsible persons, and then select 20 experts in the field of laboratory safety management and safety psychology from China to consult the expert group on the psychological causes of the responsible persons of university chemistry laboratory safety accidents in recent decades, and evaluate the impact of various reasons on the accident. After taking back the expert feedback, sort out the opinions and send them to the members of the expert group again for feedback until the members of the expert group reach an agreement. In addition, the impact degree is divided into five levels: no impact, slight impact, general impact, obvious impact and full impact. In order to further improve the accuracy of statistics, these levels are given to integers 1, 2, 3, 4 and 5 in turn.

Results: Combined with the accident data of chemical laboratories in colleges and universities in China in the recent 20 years and the final results of expert group consultation, Table 1 is obtained.

Table 1. Statistics of accident data of university chemistry laboratory and consultation results of expert group

Quantitative score statistics	Fluke mentality	Careless psychology	Weak sense of responsibility	Escape psychology
Mean	4.12	3.93	4.37	4.58
Standard deviation	0.17	0.16	0.20	0.19
Grade range corresponding to the score	Obvious-sufficient	General-obvious	Obvious-sufficient	Obvious-sufficient

In Table 1, “grade range corresponding to scores” means the two influence levels closest to the mean value of quantitative scores. It can be seen from Table 1 that the expert group believes that fluke psychology, carelessness, weak sense of responsibility and avoidance psychology are the main responsible factors affecting the accidents in the university chemistry laboratory. Moreover, the influence caused by evasion psychology is the most significant, followed by weak sense of responsibility and fluke psychology, and the second is carelessness psychology. The average scores of quantitative influence degree of these four psychological factors are 4.58, 4.37, 4.12 and 3.93 respectively, and the corresponding influence degree ranges are obvious-sufficient, obvious-sufficient, obvious-sufficient and general-obvious respectively from the perspective of standard deviation, the expert group has the smallest standard deviation in terms of carelessness psychology, that is, the expert group has the most unified opinions on the impact of this psychology.

Conclusions: In view of the problem that university chemistry laboratories are prone to safety accidents in China, the data of university chemistry laboratory safety accidents in recent 20 years are collected from a domestic public database, and the direct and root causes are analyzed from the perspective of the relevant responsible person. And set up an expert group to analyze the impact of various psychological reasons. The consultation results show that the expert group believes that fluke psychology, carelessness psychology, weak sense of responsibility and evasion psychology are the main factors affecting the psychology of the person responsible for the accident in the university chemistry laboratory. Moreover, the influence caused by evasion psychology is the most significant, followed by a weak sense of responsibility and fluke psychology, and the second is carelessness psychology. The average scores of quantitative

influence degree of these four psychological factors were 4.58, 4.37, 4.12 and 3.93 respectively. In view of this common psychological problem of the person in charge of safety management, we can deal with it by strengthening regular safety management education, linking the results of safety management with the salary of personnel, and stimulating the sense of responsibility and responsibility of the person in charge, so as to reduce the probability of accidents and financial losses caused by psychological factors in the university chemistry laboratory.

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RESEARCH ON THE DEVELOPMENT PATH OF FOREST RESOURCES MANAGEMENT AND ECOLOGICAL FORESTRY FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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Background: Social psychology is a subject that focuses on the psychological status and change law of individuals and organizations in social activities. It is an interdisciplinary subject of sociology and psychology. The research contents of social psychology at the individual level mainly include individual behavior mode, language, social process, etc., while the research contents of social psychology at the organizational level are different, specifically the expression forms of collective thinking such as organizational attitude, organizational behavior mode, organizational values and so on. Social psychology emphasizes the interaction between society and individuals, and also pays attention to the role of social situations and the internal psychological state of individuals.

With the awakening of people's awareness of environmental protection, people's enthusiasm for managing forest resources is higher and higher. Scientific management of forest land, trees, wild animals and plants in forest areas, such as forest cultivation measures, will not only help to maintain the balance of ecosystem, but also help to realize the healthy and sustainable development of forest resources and ecological environment. At the same time, the ecological forestry industry mainly develops forestry products with commercial value through existing natural resources, so as to diversify the functions of the forest, and coordinate the development with the surrounding environment and other industries to ensure that the whole forest ecology is in a balanced state. However, there are some significant problems in the current management of forest resources. For example, some criminals will drill the loopholes of relevant laws and regulations, but the illegal collection of forest resources cannot be punished by the law. Besides, some managers and front-line employees of forestry and forest scenic spots overexploit forest resources in pursuit of short-term commercial interests, resulting in irreparable damage to the forest area. It can be seen that the current forest ecological problems are mainly caused by human excessive demand or improper development. In essence, this problem is closely related to human behavior and psychology. Therefore, in terms of ecological environment improvement, it is more important to study human psychology and behavior from the perspective of social psychology than from the perspective of natural science.

Objective: To understand the current situation of China's forest resources management and forestry development path, so as to find the deficiencies in the current forest resources management, and then combined with the method of social psychology to analyze the psychological status of forest managers, workers and tourists, and put forward the countermeasures to improve the effect of forest resources management, so as to provide some references for adjusting and optimizing China's ecological forestry development path and improving the sustainable development ability of ecological industry in the future.

Objects and methods: Ten 5A forest scenic spots were randomly selected from China and artificially divided into experimental group and control group according to business scale, forest geographical environment, forest area, number of tourists and management mode, with 5 scenic spots in each group. After ensuring that there is no significant difference in basic information between the two groups of scenic spots, the managers of the experimental group shall be trained in the analysis of tourists' social and psychological state during tourism, and on this basis, the managers shall be required to formulate relevant management measures. However, the control group did not make any management intervention. In addition, the managers of scenic spots are required to randomly select 20 tourists from their respective scenic spots before training and half a year after training to conduct SAS (Self-rating Anxiety Scale) and SDS (Self-rating Depressed Scale) surveys to understand the impact of the reform of management mode combined with social psychology on the psychological experience of tourists.

Results: After all the experimental steps are completed, the SAS and SDS data of tourists are shown in Table 1.

The measurement data in the study are displayed in the form of mean \pm standard deviation, using *t*-test, and the significance level of difference is set to 0.05. The scores of the two groups were significantly lower than that of the control group ($P < 0.05$).

Table 1. Statistics of SAS and SDS scores of tourists

Index	Experience group	Control group	<i>t</i>	<i>P</i>
SAS score	41.6 \pm 3.5	52.4 \pm 4.8	0.481	0.000
SDS score	48.7 \pm 4.0	56.9 \pm 4.2	0.124	0.002

Conclusions: In order to solve the problem of ecological environment deterioration of forest scenic spots in China, after collecting and analyzing a large number of academic literatures on ecology and scenic spot management, this study carried out a scenic spot management experiment. In the experiment, the scenic spot managers of the experimental group need to be trained. The training content is the social and psychological state and characteristics of tourists when traveling in the scenic spot and their coping methods. The experimental results show that after the training intervention, the average SAS scores and SDS scores of tourists in a single scenic spot in the experimental group are significantly lower than those in the control group, and the *t*-test output *P* values of various scores between the two groups are far less than the significance level of 0.05, which shows that the data difference is significant. The experimental results show that taking into account the social and psychological characteristics of tourists and taking targeted measures can improve some bad psychological states of tourists. The research results will provide some data support and useful suggestions for optimizing the development route of ecological forestry in China.

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ON THE APPLICATION OF TRADITIONAL LANDSCAPE PAINTING FROM THE PERSPECTIVE OF ART DESIGN PSYCHOLOGY

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Background: Art design psychology is a subject that studies the creative process of art, the feelings of the audience, and the psychological activities and laws of art works. It is an interdisciplinary subject produced by the combination of literature and art, psychology and other related majors. The main research contents of art design psychology include: how artists accumulate and refine materials through observation, experience and analysis of real-life; how to imagine the material creatively on the basis of perception and memory; the artist's interests, hobbies, abilities and personality; temperament and its influence on creation; how do people feel and understand literary works and produce emotional resonance in the process of appreciating literary works; how to enrich spiritual life through literary works and artistic activities, inspire people's will and enthusiasm, and how to cultivate teenagers' literary interest, appreciation and creative ability. In the field of traditional landscape painting, some painters agree that integrating graphical elements into landscape painting can improve the artistic value of landscape painting. However, how to integrate graphical elements into landscape painting is a problem perplexing for a painter in the industry. This study analyzes the psychological impact of different elements of traditional landscape painting on viewers from the Perspective of art design psychology, so as to explore how to skillfully integrate graphical elements into paintings.

Objective: To understand the drawing process of Chinese traditional landscape painting and the aesthetic methods and mainstream aesthetics of this kind of artwork, and consult the expert group to get their methods of integrating graphical elements into traditional landscape painting and the impact of these methods on the positive psychology of viewers, so as to provide some ideas for improving the beauty of Chinese landscape painting and innovating traditional culture and art.

Objects and methods: Collect the research materials of art design psychology and the teaching materials of traditional landscape painting, and summarize the functions and methods of applying graphical elements to traditional landscape painting. Using the Delphi method, 30 traditional landscape painting masters and teachers who are willing to participate in the research are selected from China to form an expert group to share the proposed methods with experts and ask them to provide feedback. Specifically, it is to provide the methods of integrating graphical elements into traditional landscape painting and the impact of these methods on stimulating the positive psychology of admirers. Then adjust and integrate the

methods according to the feedback, and then send them to experts again to seek feedback. The feedback cycle will not stop until the expert group reaches an agreement. In addition, the degree of impact is divided into five categories: no impact, slight impact, medium impact, obvious impact and full impact.

Results: After the experiment, the opinions of the statistical expert group are shown in Table 1. Note that since there are few members of the expert group selected in this study, the distribution of opinions of the expert group is not in the form of percentage, but in the form of the number of people.

Table 1. Feedback of the expert group on the impact of various ways of integrating graphical elements into traditional landscape painting on stimulating the positive psychology of the audience

Proposal	No effect	Slight impact	Medium impact	Obvious influence	Full impact
Graphic the main part of the painting	0	6	15	8	1
Graphic the minor part of the painting	6	8	9	5	2
Graphic characters in painting	3	14	9	3	1
Add graphical elements to enhance the sense of spatial hierarchy	1	3	9	11	6

The values in the columns in Table 1 mean the number of people who believe that the impact of a proposal on stimulating the positive psychology of traditional landscape painting is the corresponding level. The consultation results show that the expert group believes that the strategy of “adding graphical elements to enhance the sense of spatial hierarchy” has the greatest impact on stimulating the positive psychology of the audience, followed by “graphing the main part of the painting” and “graphing the secondary part of the painting”. The application method with the lowest impact is “graphing the text in the painting”. The number of people who believe that the impact level of these suggestions is above the “general impact” are 17, 9, 7 and 4 respectively.

Conclusions: Among the various schools of traditional landscape painting innovation, one school pays more attention, that is to integrate the western modern graphical elements into the traditional landscape painting, so that the traditional landscape painting has more levels of appreciation artistic conception. From the perspective of the aesthetic methods of landscape painting, the experts are invited to analyze the potential changes of landscape painting from the perspective of the aesthetic methods of landscape painting and the aesthetic methods of landscape painting, and put forward some suggestions from the perspective of the aesthetic methods of landscape painting. The results of consulting experts show that the expert group believes that the strategy of “adding graphical elements to enhance the sense of spatial hierarchy” has the greatest impact on stimulating the positive psychology of the audience, followed by “graphing the main part of the painting” and “graphing the secondary part of the painting”. The application method with the lowest impact is “graphing the text in the painting”, is because “adding graphical elements to enhance the sense of spatial hierarchy” can make the artistic conception of traditional landscape painting more far-reaching, the picture contains richer elements after human brain processing, and it is easier for people to produce emotions such as comfort, tranquility and joy, so as to drive the viewer’s positive psychology.

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RULES OF COMPANY LAW ON EQUITY TRANSFER OF LIMITED COMPANIES: THE IMPACT OF LEGISLATIVE EXPRESSION AND JUDICIAL APPLICATION ON SHAREHOLDERS WITH COGNITIVE IMPAIRMENT

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Background: Cognitive impairment is a kind of mental disease that leads to the dysfunction of individual memory and learning due to the abnormality of high-level brain activities related to human learning, memory and thinking. People with cognitive impairment are often accompanied by pathological symptoms such as aphasia, apraxia and agnosia. In principle, the normal operation of the cerebral cortex is the basis

for human cognitive ability. Any factor that will cause the abnormal operation of the cerebral cortex may lead to cognitive impairment. There are three main methods for clinical treatment of cognitive impairment: drug treatment, non-drug treatment and surgical treatment. At present, the most commonly used treatment method is drug treatment. Generally, surgical treatment is only used for individuals with particularly serious symptoms.

At present, the provisions on equity transfer in China's company law are too rigid to meet the needs of judicial cases, which has a certain hindering effect on enterprise shareholders to carry out equity transfer affairs, especially for shareholders with different degrees of cognitive impairment, the obscure equity transfer system in the company law will greatly affect their transfer or acceptance of transferred shares. Therefore, under the condition of analyzing the cognitive impairment psychology of shareholders, this study explores ways to reduce their losses in the process of equity transfer or increase the income of equity transfer.

Objective: To analyze the income of shareholders with cognitive impairment in the process of equity transfer in China in recent years, so as to put forward countermeasures to reduce their losses in combination with the company law and the psychological characteristics of shareholders with cognitive impairment, hoping to make some contributions to protecting the legitimate rights and interests of these shareholders.

Objects and methods: Purchase the data of equity transfer judicial cases in China in recent 10 years from a domestic professional data service provider, select the data samples with cognitive impairment in at least one of the plaintiffs and the defendant as the research object, clean the data, and reasonably fill in the missing data. Then, the degree of cognitive impairment of patients is divided into three categories: mild cognitive impairment, moderate cognitive impairment and severe cognitive impairment. The income of shareholders with cognitive impairment in equity transfer cases is "loss greater than 20%", "loss less than 20%", "loss 0%", "income less than 20%", according to the percentage of his equity loss "income greater than 20%" is classified into five categories: serious loss, slight loss, no loss, no income, slight profit and substantial profit. Analyze the profits and losses of shareholders with different degrees of cognitive impairment in the process of equity transfer.

Results: The profits and losses of shareholders with different degrees of cognitive impairment in the process of equity transfer are shown in Table 1.

Table 1. Statistics of profits and losses of shareholders with different degrees of cognitive impairment in the process of equity transfer

Severity of cognitive impairment	Serious loss (%)	Slight loss (%)	No loss, no gain (%)	Slight profit (%)	Substantial profit (%)
Light	9.5	26.3	34.7	25.2	4.3
Moderate	18.6	39.2	24.0	13.7	4.5
Severe	27.3	41.2	19.2	9.5	2.8

The percentage in each cell in Table 1 means the proportion of shareholders with the corresponding level of profit and loss in the process of equity transfer. It can be seen from Table 1 that the higher the severity of cognitive impairment of shareholders, the worse their profit and loss level in the process of equity transfer. Specifically, the proportion of shareholders with mild, moderate and moderate cognitive impairment causing serious losses in equity transfer is 9.5%, 18.6% and 27.3% respectively. According to the research results, analyzing the performance of these shareholders in equity transfer judicial cases, it is found that most of their losses are due to their insufficient understanding of relevant concepts, the forgetting of key information in the process of case handling, and the negative emotions brought by the two.

Conclusions: Cognitive impairment disease will interfere with human thinking activities. In the process of equity transfer, due to the difficulties in the judicial implementation of the relevant provisions of the company law, equity transfer is easy to produce disputes, and shareholders with cognitive impairment are in a weak position in the process of equity transfer. This study collected relevant data and used various methods of data analysis to analyze the relationship between the severity of shareholders' cognitive impairment and their profits and losses in equity transfer judicial cases. The results show that the higher the severity of cognitive impairment, the worse the profit and loss level in the process of equity transfer. According to the research results, analyzing the performance of these shareholders in equity transfer judicial cases, it is found that most of their losses are due to their insufficient understanding of relevant concepts, the forgetting of key information in the process of case handling, and the negative emotions brought by the two. It is expected that some suggestions on the application of the equity Guarantee Law in China should be made to reduce the difficulty of the application of the equity Guarantee Law.

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THE TEACHING MODE OF VOCATIONAL EDUCATION DOUBLE HIGH PLAN SPECIALTY GROUP TAKING INTO ACCOUNT THE STUDENTS WITH COGNITIVE IMPAIRMENT

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Background: Cognitive impairment is a kind of disease in which thinking lacks internal logical connection, which makes patients unable to understand others' words and deeds smoothly or makes others unable to understand patients' words and deeds. Cognitive impairment is mainly divided into cognitive form disorder and cognitive content disorder. Their main manifestations are slow thinking, too fast-thinking, loose thinking, thinking rupture, thinking interruption, thinking diffusion, irrelevant symbolic thinking, new words and delusions (relationship delusion, victim delusion, exaggeration delusion, jealousy delusion, etc.), obsessive-compulsive concept and overpriced concept.

Vocational education double high plan refers to the plan proposed by the state to build a number of high-quality vocational colleges and high-quality vocational colleges. The professional cluster refers to a professional cluster composed of several disciplines with high similarity in basic or technical practice. Students in the professional cluster can enjoy relevant teaching services and practical teaching support of multiple majors. At present, some vocational schools in China have adopted the method of a professional group to carry out comprehensive training and teaching for students, but there are still many problems in the teaching mode of professional group in some colleges and universities, such as confusion of teaching objectives, too many teaching contents, the great difficulty of students' learning and so on. Partly due to heredity, family education and childhood experience, students with cognitive impairment are more difficult to adapt to this teaching model. Therefore, it is necessary to analyze the psychological status and learning needs of students with cognitive impairment in order to improve the actual teaching quality of the vocational education model of professional groups.

Objective: To analyze the current situation of the construction of professional group teaching mode under the double high program of vocational education in China, and analyze the psychological characteristics of students with cognitive impairment under this teaching mode, so as to put forward targeted improvement measures to improve the teaching quality of China's vocational education system and the implementation effect of the double high program.

Objects and methods: Collect and analyze the literature at home and abroad on the impact of cognitive impairment on students' learning process and the domestic double high program of vocational education, confirm the psychological characteristics and emotional situation of students with cognitive impairment in vocational education, so as to design feasible and targeted countermeasures, and then select 35 pedagogical experts and backbone teachers in the vocational education system from home to form an expert group. Send the countermeasures to the members of the expert group for review, ask them to provide feedback, improve the countermeasures according to the feedback and return them to the expert group for review again. When the expert group reaches an agreement, the inquiry is ended. The inquiry also includes the expert group's evaluation of the impact of each strategy on the learning effect of students with cognitive impairment. The impact level is divided into five types: no impact, slight impact, general impact, obvious impact and full impact.

Results: After the opinions of the expert group were unified, the opinions of the statistical expert group are shown in Table 1.

Table 1. Statistical results of the opinions of the expert group

Opinion	No effect	Slight impact	General impact	Obvious influence	Full impact
Teachers with psychological foundation	1	8	17	7	2
Targeted teaching for students with cognitive impairment	0	5	8	14	8
Encourage students with cognitive impairment	3	9	13	7	3
Appropriately increase the teaching time for students with cognitive impairment	2	8	11	10	4

The numbers in each cell in Table 1 represent the number of people who believe that an opinion has an impact on improving the learning effect of students with cognitive impairment under the professional group education mode, and the level is the corresponding level. It can be seen from Table 1 that the expert group believes that the strategy of “targeted teaching for students with cognitive impairment” has the greatest impact, the second is the strategy of “appropriately increasing the teaching time for students with cognitive impairment”, and the strategies with the least impact are “encouraging more students with cognitive impairment” and “configuring teachers with psychological basis”. Among the above strategies, the number of people with obvious influence and full influence is 22, 14, 10 and 9 respectively.

Conclusions: The pace of development and reform of China’s manufacturing industry has accelerated, and there are more and more vocational schools adopting the professional group teaching mode based on the double high plan in China. However, due to the integration of more professional syllabus contents, this teaching model is bound to be more difficult for students to learn. Especially for students with a certain degree of cognitive impairment, their ability to think, understand and remember is weaker than their peers, and they will have an inferiority complex and negative psychology due to this difference, which will further reduce their learning efficiency. Based on the analysis of relevant data, this study puts forward some methods to improve the learning effect of students with cognitive impairment, and asks the expert group to revise and evaluate them. The consultation results show that the expert group believes that the strategy of “targeted teaching for students with cognitive impairment” has the greatest effect on improving the school effect of students, followed by the strategy of “appropriately increasing the teaching time for students with cognitive impairment”, and the strategy with the least effect is “more encouraging students with cognitive impairment” and “allocating teachers with psychological basis”. The results of Delphi analysis show that paying attention to the psychological situation of students’ cognitive impairment is helpful to improve their learning effect in the professional group education model.

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THE SOCIAL PSYCHOLOGICAL IMPACT OF INNOVATION TIME-SPACE EFFECT OF FACTOR RESOURCE MISMATCH ON THE PUBLIC

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Background: Social psychology focuses on the psychological interaction and interaction relationship between individuals and groups in a specific social environment. From the perspective of social psychology, the psychological interaction and interaction relationship between individuals and groups often presents a network form, which is also one of the reasons for the network of social factor resource allocation and circulation. Modern society can be regarded as a network resource society. If social network is regarded as a resource allocation network, social psychology can play an important guiding role in factor resource allocation and circulation path innovation. People in the social network, a resource allocation network, produce social-psychological power through identity, cognitive management and emotional management, and affect the behavior of resource allocation. Resource allocation is presented as the result of social-psychological power. In this kind of social resource allocation network based on social psychological power, the psychological mechanism of the social identity of the network is very important. From the perspective of social psychology, social network is a social psychological group. This group achieves self-group domestication through some identity mechanism, and then produces a sense of belonging and self-psychological discrimination for its own group. Once through this social identity, it means becoming a member of the group. In the eyes of other individuals, it is a trusted symbol and an individual who can give priority to the allocation of resources within the group. Based on this identity mechanism and social group psychology, the distribution of social element resources is lack of fairness, which will inevitably lead to resource mismatch. The mismatch of social factor resources is aimed at the effective allocation of factor resources. The mismatch is the deviation from the most effective allocation, which is manifested in the way of unequal marginal product value between different industries and even enterprises. The distribution of social factor resources can be divided into two categories: the distribution of labor resources and the

distribution of capital resources. The dependence of these resource distribution methods on the group's social-psychological path will also lead to the lack of innovation and diversity of resource circulation, and finally lead to the wrong path of extreme distribution. Therefore, it is necessary to reform the distribution mechanism of contemporary social factor resources according to the theory of social psychology. Reducing the mismatch of factor resources can effectively promote social equity, and the circulation innovation of resource path can break the old circulation path with social source layer and effectively improve the efficiency of social operation.

Objective: The main purpose of this study is to reduce the mismatch of social factor resources, analyze the main causes of factor resource mismatch by using the theory of social psychology, innovate the resource circulation path in combination with relevant theories, and analyze the innovation effect and influencing factors of resource allocation path from the perspective of time and space.

Subjects and methods: This study mainly adopts the combination of model simulation and index measurement to analyze the temporal and spatial effect of element resource mismatch.

Study design: In this study, TFPQ (Physical Total Factor Productivity) and TFPR (Revenue Total Factor Productivity) are used as the main indicators to measure the causes of regional mismatch, and analytic hierarchy process and model simulation are used to analyze the temporal and spatial effects of factor resource mismatch and circulation innovation.

Methods: After the model simulation, the comparative analysis is carried out by means of factor analysis and index analysis.

Results: The degree to which the allocation factors of different resource elements are affected by social and psychological factors is shown in Figure 1.

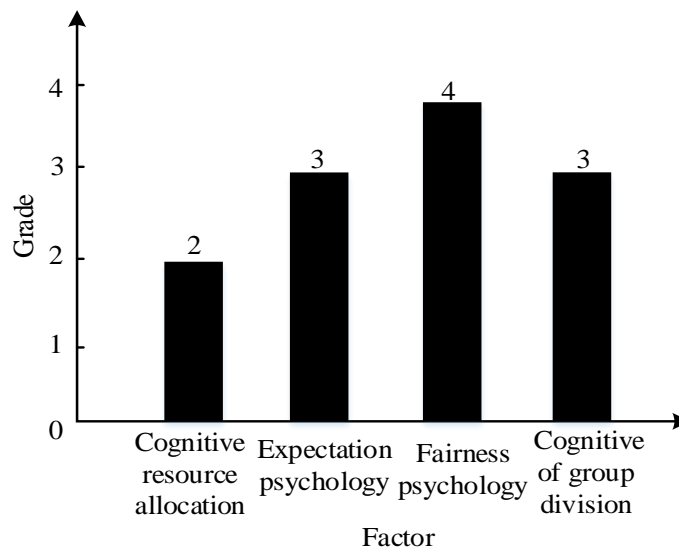


Figure 1. Influencing factors of social group psychology, the benefits of traditional culture in Chinese teaching

Among the four elements of fairness psychology, expectation psychology, cognitive psychology of resource allocation and cognitive psychology of group division in Figure 1, fairness psychology is the most significantly affected, reaching level 4. The relationship between expectation psychology and cognitive psychology of group division is relatively obvious, reaching level 3. The impact of cognitive psychology on resource allocation is only level 2, and the impact is general.

Conclusions: With the continuous changes of the global economic situation, the mode of social resource allocation is gradually changing its form of expression, but until today, social resource allocation still cannot escape the essence of focusing on resource allocation caused by social group psychology, resulting in many resource mismatches. Social psychology plays a role in providing access conditions for resource-rich groups in group distribution. Under the current situation of continuous modernization of transportation, this social-psychological group crossing time and space obstacles have formed a larger scale of resource distribution access group, which has become an obstacle to the rational distribution of resources to a certain extent. Through the innovation of circulation path, we can start from the different aspects of the distribution of social resource elements, and provide methods for the rational distribution, scientific distribution and effective distribution across resource distribution access groups, so as to fundamentally reduce the mismatch of resource elements and improve the utilization rate of social resources.

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THE IMPACT OF CURRICULUM TEACHING MODEL REFORM ON STUDENTS' LEARNING PSYCHOLOGY UNDER THE NEW MEDIA ENVIRONMENT

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Background: According to the theory of educational psychology, the psychological state of middle school students is closely related to their learning behavior, and the psychological elements further affect students' learning results through behavioral elements. Therefore, in educational psychology, the concern about students' learning results and personal comprehensive growth is transformed into the concern about individual psychological status and incentive psychological factors. Contemporary college students have unique characteristics in line with the current situation of contemporary development. Firstly, contemporary college students were born in the era of rapid national economic development and the application of scientific and technological level to people's livelihood. They have the characteristics of radical and avant-garde thinking, self-confidence and optimism in psychology. Secondly, in the external information environment, contemporary college students are affected by a large amount of external information in their early adulthood, with a high level of self-awareness development and strong personality. Therefore, there are often obvious conflicts between individuals and groups, and improper integration between individuals and groups. Finally, the competitive environment in the growth process of contemporary college students has resulted in their strong competitive psychology. With the gradual opening of the era's attitude towards individualism, some individuals have gradually accepted the psychological preference and value orientation deviating from the mainstream at the psychological level. In the process of education, these psychological conditions and psychological growth of contemporary college students cannot be ignored. In view of the above psychological characteristics of college students in the process of education, the traditional offline classroom teaching has been unable to provide students with a teaching environment more suitable for their psychological state. We should adopt the way of integrating online teaching and offline teaching to provide students with a new teaching mode combining theory and experience. Under the new teaching mode, teaching is mainly based on experiential teaching and basic teaching, which helps students lay a good knowledge foundation, help students generate full interest in learning in experiential teaching, and help students form incentive psychology. Online teaching is more personalized teaching auxiliary means. Through students' free allocation of self-time and space to complete learning tasks, help students form a psychological sense of learning dominance, and then cultivate their psychological enthusiasm.

Objective: In order to improve the quality of contemporary teaching, this study analyzes the psychological state and personal psychological characteristics of middle school students in the process of education, reforms the old teaching mode, and designs more modern and personalized teaching methods to help students achieve better learning results.

Subjects and methods: This study provides college students with a combination of online and offline teaching methods by means of classroom experiments, and collects and analyzes data in the teaching process. In this process, the factor analysis method is used to analyze the impact of the reformed teaching methods on students and students' psychological experience.

Study design: The research selected sophomores under the mental health course of a university as the research object, and distributed the designed online teaching platform app in the form of two-dimensional code. In the teaching process, students can reflect their learning situation and psychological experience in the online teaching platform in real-time. The researchers took this as the experimental basis. The factor analysis method is used to analyze the correlation degree and influence degree between different factors.

Methods: The results obtained in this study will be generated through app background sorting, and further manual sorting and summary analysis will be carried out after export.

Results: The statistics of students' satisfaction with different modules in online and offline teaching mode are shown in Table 1.

Table 1 middle school students have the highest satisfaction with the interactive learning platform, accounting for 47% of the total, followed by the students of online Q & A courses, accounting for 43% of the total. The proportion of students dissatisfied with each module is relatively small, which is maintained at about 10%.

Table 1. Student satisfaction evaluation form

Degree of satisfaction	Perfect contentment (%)	Relatively satisfied (%)	Commonly (%)	Dissatisfied (%)
Online Q & A course	43	27	21	9
Offline experience course	38	35	16	11
Curriculum evaluation system	29	31	34	6
Interactive learning platform	47	24	19	10

Conclusions: The rapid development of the Internet and new media technology provides a new path for information-based teaching reform. The traditional teaching form of the offline classroom is no longer suitable for contemporary college students. The combination of online and offline is more suitable for students' daily learning, life and psychological state, and it is easier to form a student-centered teaching mode. Through the information-based teaching reform, we can effectively improve the comprehensive physical and mental quality of students and improve the teaching quality, so that students do not have to worry about many disadvantages of the big classroom. At the same time, it is also conducive for teachers to understand the learning status of students from all angles anytime and anywhere, grasp the teaching progress, and achieve the effect of coordination between teachers and students.

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THE INFLUENCE OF FARMERS' SOCIAL PSYCHOLOGICAL TRANSFORMATION FACING GREEN CONCEPT ON RURAL ECONOMIC DEVELOPMENT

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Background: As an important branch of psychology, social psychology mainly studies the psychological law of the interaction between individuals or groups in the social environment. Starting from the interaction between society and individual, social psychology emphasizes individual psychological phenomena and social psychological problems in specific social situations. Just because there are two thinking systems in social psychology, there have always been two directions in the research. One is the research direction with sociology as the main body, using psychological theory as the auxiliary of sociological research. The second is the research direction with psychology as the main body, and the research content is mainly the individual or group psychological phenomena in the social environment. With the popularization of the times, the two disciplines gradually become one, but with the development of psychology. In social psychology, the psychological theory of collective action can be divided into three orientations: instrumental rationality, social identity psychology and collective anger psychology. Instrumental rationality theory holds that each individual's participation in collective action is an opportunity to change the current situation of the group above the affordable cost. In the case of collective motivation and social motivation, the cost of participating in collective action matches the expected income. As a group motivation before collective action, social psychological identity theory believes that all individual self-evaluation can be divided into two kinds: one is personal identity psychology and the other is social identity psychology. Under the definition of group membership, this sense of identity can be transformed into the power of action. Another motivation for collective action is the group anger psychology, which often takes the deprivation of certain resources or unequal distribution as the main source. Therefore, from the perspective of social psychology, the psychological concept of rural residents as a collective action community on the social element of rural green ecological effect will have a certain impact on rural economic development. The attitude and psychological effect of rural residents towards the development of rural green economy are largely affected by collective action factors. Based on the specific social environment of rural ecological economic development, this study analyzes the impact of green ecological effect and concept on rural economic development from the psychological perspective of rural residents. Through the study of relevant factors, we can explore the relevance and find the action point, so as to provide assistance for rural economic development.

Objective: By analyzing the social psychology behind the collective actions of rural residents, this study explores whether the concept of green social psychology can promote farmers' actions, and further analyzes whether actions can affect the situation of rural economic development.

Subjects and methods: By analyzing the psychological concept behind the collective action of rural residents, this study explores whether the green ecological effect and concept can promote farmers' action, and further analyzes whether the action can affect the situation of rural economic development.

Study design: This study takes the concept of green ecological effect of rural residents – collective action – rural economic development as the basic chain, collects the concepts of rural residents through interview, connects them with the elements of rural green economic development, and establishes a correlation analysis model.

Methods: This study collects rural residents' ideas about green ecological economy in the form of simple interviews.

Results: The correlation analysis results between farmers' collective green psychological effect and rural green economic development are shown in Figure 1.

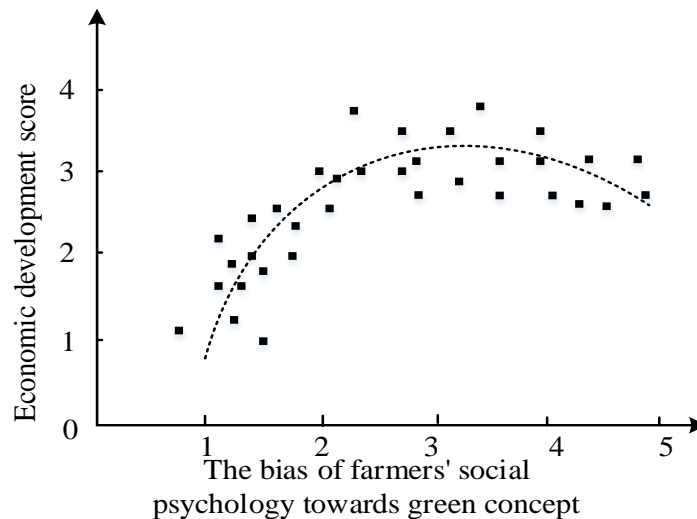


Figure 1. Correlation analysis

As can be seen in Figure 1, there is a nonlinear correlation between farmers' collective social psychology and rural green economic development. In the early stage, with farmers accepting the green concept at the social psychological level, the score of rural economic development also increased, but after reaching the peak, the two began to show a negative correlation.

Conclusions: The development of rural green economy is closely related to the psychological concept of rural residents. By analyzing rural residents' psychological concept of green ecological effect, we can find out the path to drive rural residents' collective action. In the actual social environment, we should not blindly focus on hard construction and ignore the concept development of rural residents. Social psychology takes the psychological concept in the social environment as the main behavior motivation. Therefore, we should start from the concept before promoting the infrastructure construction. Once the residents' concept cannot keep up with the infrastructure construction, it will only lead to the abandonment of the infrastructure construction and it is difficult to fundamentally solve the problem. Therefore, before developing the economy, we should first develop the concept of residents, organically combine hard construction with concept construction, and take knowledge construction such as popular science lectures and professional training as the main means to help rural residents abandon old thinking and embrace new ideas, improve rural residents' cognition of green ecological effect, and promote collective action with social cognition, so as to provide assistance for rural economic development.

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THE INTERVENTION EFFECT OF INNOVATIVE EDUCATION OF FINANCIAL ACCOUNTING IN COLLEGES AND UNIVERSITIES ON STUDENTS WITH COGNITIVE IMPAIRMENT

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Background: In the teaching process of financial accounting in colleges and universities, the cognitive impairment of middle school students is mainly divided into three types: speech information impairment, intellectual skill impairment and cognitive strategy impairment. Among them, the speech information barrier refers to the language information transmitted by teachers to students in the process of teaching. Students cannot understand and acquire normally, or there are major deviations contrary to common habits in the process of understanding and acquisition. This cognitive barrier is not only reflected in the process of language transmission, but also in all the process of information transmission. Sometimes students' essential metacognitive barrier will affect students' understanding of problem representation, resulting in information omission, information misunderstanding, metaphor interference and so on. Intellectual skill barrier refers to students' inability to acquire intellectual skills normally due to bad thinking set, common sense contrary to common sense, wrong way of thinking and other problems. The cause of this type of obstacle is often difficult to judge, because human beings need to go through a long cognitive stage to learn an intelligent skill. In this process, the cognitive problems of any factor may lead to the final difficulty for students to acquire intelligent skills. Cognitive strategy disorder refers to students' weak ability to grasp and dominate their psychological state and thinking state in life and learning, resulting in deviation in the cognitive process. Cognitive strategy disorder can be simply divided into two types: weak metacognitive ability and weak cognitive transferability. Weak metacognitive ability refers to the lack of basic cognition of the outside world. These basic cognitions include self-cognition, emotional experience cognition, self-state cognition in action and so on. The weak ability of cognitive transfer refers to the lack of ability to apply the existing cognitive experience to new things. The above cognitive barriers may lead to the phenomenon of teaching failure in the process of financial accounting education in colleges and universities. In the process of innovative teaching reform of financial accounting education in colleges and universities, we should actively consider the learning status of students with cognitive impairment, formulate methods more suitable for students with cognitive impairment in teaching systems and methods, and help them reduce the nonprofessional difficulties encountered in the learning process, so as to make students with cognitive impairment pay more attention to their professional fields. Through the analysis of students' cognitive impairment, we can provide a new and effective way for the reform of financial accounting education in colleges and universities.

Objective: This study classifies the cognitive impairment of college students majoring in financial accounting, so as to provide an entry point for the teaching reform of students' cognitive impairment.

Subjects and methods: This study combines single factor analysis with serial substitution method to analyze the relationship between teaching methods and students' cognitive impairment by measuring the relationship between factors.

Study design: In this study, the indicators are divided into measurable factors. Firstly, the single factor analysis method is used to analyze the relationship between factors, and then the serial substitution method is used to replace variables to measure the impact of changes in teaching factors on students' cognitive impairment.

Methods: The data of this study are sorted and provided by the majors of economic management in colleges and universities, and some data are drawn from the school background system.

Results: The influence of students' cognitive impairment on different teaching factors is shown in Figure 1.

Figure 1 shows that the cognitive impairment of middle school students has a great impact on the operation rules and concept understanding of financial teaching in colleges and universities, while it has a relatively small impact on the original voucher and practical operation cognition. This is because some knowledge in the original voucher and practical operation cognition can be assisted by memory without in-depth understanding.

Conclusions: The education of financial accounting in colleges and universities is still lacked of targeted measures for students with cognitive impairment. The three main cognitive impairment types of speech information impairment, intellectual skill impairment and cognitive strategy impairment will have a great impact on the professional education of financial accounting in colleges and universities. Therefore, this study starts with these three cognitive impairment types, disassembles the different modules of professional education of financial accounting in colleges and universities, and associates them with

cognitive impairment factors for impact analysis. Through the targeted education reform, we can find the difficulties of students with cognitive impairment in the learning process from the perspective of practical coping strategies, and solve them in a systematic way. This reform can help teachers understand the actual situation of students with cognitive impairment in the learning process, and provide a way to solve practical problems.

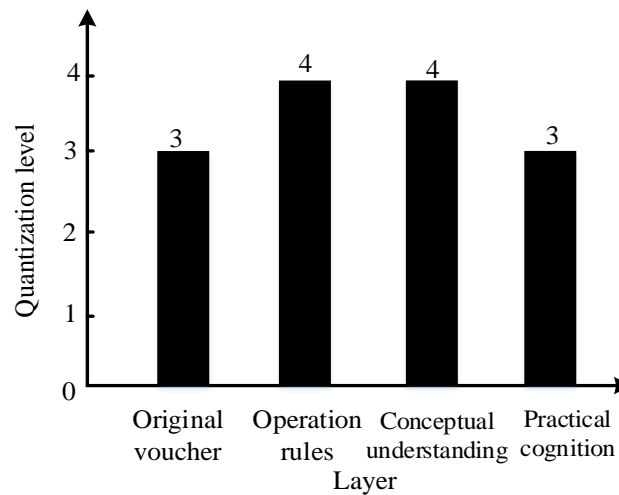


Figure 1. Analysis of teaching elements

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OPTIMIZATION OF MULTI-ROBOT DYNAMIC COLLISION INTELLIGENT DETECTION SYSTEM OF COGNITIVE IMPROVEMENT MECHANISM

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Background: Cognitive impairment refers to the reduction or impairment of brain function in memory, calculation, orientation, structural ability, executive ability, language understanding, expression and application process efficiency due to the influence of internal and external environmental conditions when people recognize the information. Different degrees of cognitive impairment will have different effects on people's overall function and survival function, making the brain advanced intelligent processing process related to learning, memory and thinking judgment abnormal, resulting in learning, memory impairment, visuospatial impairment and executive dysfunction. When patients with cognitive impairment perceive information, they have a deviation in understanding and perception of the form and content of information, which leads to the functional imbalance of neural information in the process of activity, resulting in the conflict between the information sense obtained by the information person and the original cognition, making judgments and behaviors inconsistent with the reality, which increases the difficulty of information extraction. Mild cognitive impairment mainly refers to mild memory or other cognitive impairment beyond the allowable range of their age, with the normal ability of daily living. However, in the field of epidemiological research, scholars have found that the proportion of mild cognitive impairment has increased year by year. Effective early intervention for cognitive impairment can effectively improve the cognitive level of patients, improve their attention and understanding, and help them make better cognitive judgment and decision-making. When people with cognitive impairment background carry out system detection and method design, they often consider the problems and needs of patients with cognitive impairment in information cognition and decision-making judgment, to promote the optimization and improvement of the intelligent detection system.

With the continuous progress of science and technology and the vigorous development of the digital economy, the application scope of 3D vision technology has been gradually expanded, which makes 3D vision technology play an important role in the terminal recognition, induction and transmission of information of artificial intelligence devices, and the related vision technology products have also greatly improved people's quality of life and level. Collision detection technology refers to intervening before or during the

collision of geometry, and issuing instructions, to reduce a lot of time consumed in detection. The intelligent detection system of dynamic collision between multi robots under 3D vision technology is to collect the three-dimensional coordinate information of spatial points in the field of view with the help of a 3D camera head, and obtain the three-dimensional imaging of the information with the help of an algorithm intelligence, to enable multi robots to carry out collision detection with a certain relationship distribution and movement in a specific range. Then improve the accuracy of intelligent system detection and the application efficiency of related products. The design of a multi-robot dynamic collision intelligent detection system will affect the performance and demand satisfaction of consumers.

Objective: In order to meet the cognitive needs of patients with cognitive impairment and improve their cognitive level and ability, the intelligent detection system for dynamic collision between multiple robots is optimized and improved, such as information extraction, technical function satisfaction and so on. The improved system model is used to test its impact on patients with cognitive impairment and product use.

Research objects and methods: Some patients with cognitive impairment were selected as the research object. At the same time, the design of the detection system was optimized when the multi-robot dynamic collision intelligent detection designer understood the psychological demands and cognitive degree of patients with cognitive impairment, such as information extraction, instruction discrimination, etc. The optimized model was applied to patients with cognitive impairment to test the application effect of the model and the cognitive improvement mechanism of patients.

Method design: Learning the background knowledge of cognitive impairment for intelligent detection designers, making them optimize and improve the detection system model on the basis of understanding the cognitive situation of patients with cognitive impairment, and applying the improved system model to patients with cognitive impairment, collecting the remission of cognitive impairment of the subjects before and after the experiment, and obtaining the experimental results.

Methods: The association rule algorithm was used to explore the relationship between the background of cognitive impairment and system optimization, and the data before and after the experiment were sorted and analyzed with statistical analysis tools.

Results: The application of computer systems and the development of data technology can effectively improve the cognitive level of patients with cognitive impairment. The design optimization and improvement of 3D vision multi-robot dynamic collision intelligent detection system from the perspective of cognitive impairment are studied. The results show that the improved system model can reduce the error of information extraction of patients with cognitive impairment. Improve their cognitive level and mental health. Table 1 shows the satisfaction scores of people with cognitive impairment on the intelligent detection system for dynamic collision between multiple robots before and after the experiment.

Table 1. Before and after the experiment, the satisfaction scores of people with cognitive impairment on the intelligent detection system of the multi-robot dynamic collision were statistically analyzed

Index	Product satisfaction	Convenience of information extraction	Language comprehension
Before the experiment	9.25±2.17	7.25±2.13	11.35±1.67
After the experiment	15.23±2.05	19.23±1.43	15.24±1.12

Conclusions: Reducing the area requiring dynamic collision detection between multiple robots can effectively realize the accuracy and efficiency of dynamic collision detection between multiple robots. At the same time, the introduction of cognitive impairment learning background to designers deepens the grasp of the depth of people's needs, realizes the optimization and improvement of the detection system model, and effectively improves the cognitive level and product satisfaction of patients with cognitive impairment.

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THE RELATIONSHIP BETWEEN TECHNOLOGICAL INNOVATION AND INDUSTRIAL ECONOMIC DEVELOPMENT BASED ON SOCIAL PSYCHOLOGY

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Background: Social psychology is a science that studies people's social behavior and psychological basis in social communication. Different individuals and groups usually show different psychological and

behavioral changes in society. Therefore, the main research objects of social psychology are divided into individual level and group level. Individual social psychological phenomenon refers to individual thoughts, feelings and behaviors restricted by others and groups, that is, individual socialization process and speech development. The group level covers a wide range, including the communication structure of the group and racial prejudice. It is a conscious consensus and criterion jointly expressed by individuals. Social psychology includes micro level, meso level and macro level. Looking at individual development and social changes from the perspective of social psychology can effectively link the close relationship between individuals and social groups. Individual person is an important part of society, with the dual attributes of "individual person" and "social person". Using social psychology to guide individual behavior and decision-making can significantly enhance people's cognition of their own ability and the importance evaluation of their social status, realize individual development, and then promote social progress. The relationship between technological innovation and industrial economic development is the relationship between individual behavior and social organization. The improvement of unit technological capacity can reduce social production time and accelerate the technological innovation and economic development of the whole industry at the social level. Technological innovation is the embodiment of individual "economic" behavior. It is an innovation aimed at creating new technology in order to improve economic benefits and reduce production time, or an innovation based on scientific and technological knowledge and its created resources. The individual's behavior will have "agglomeration effect" and "scale effect" on society and collective. Individual technological innovation can effectively promote industrial innovation, improve production efficiency, and then accelerate the economic development of the whole industry. Therefore, analyzing the correlation between technological innovation and industrial economic development from the perspective of social psychology can effectively explore the chain effect between individual behavior and social behavior, and then help enterprise operators better grasp the correlation between technological innovation and industrial economic development, break through the limitations of traditional inherent thinking, avoid emotional difficulties and negative psychological problems, and promote economic development.

Objective: In order to better grasp the correlation between individual technological innovation and industrial economic development, so as to promote the innovation and reform of social industries and improve the mental health of individual enterprise managers. The technological innovation of individual enterprises will affect the schedule of social, industrial and economic development. Therefore, from the perspective of social psychology, the research helps to improve the overall thinking of individual enterprises, help them better carry out enterprise restructuring and industrial development, improve their thinking mode and emotional control ability in production and operation, and avoid complacency affecting their mental health and the speed of their industrial process.

Research objects and methods: Based on the development relationship theory between individuals and groups in social psychology, this study selects some local enterprises as the research object, and uses multiple regression and VAR model to make an empirical analysis on the relationship between technological innovation and industrial economic development, in order to better strengthen the cultivation of holistic thinking for enterprise operators in industrial layout and strategic planning, timely adjust psychological problems and promote their all-round and healthy development.

Research design: Mainly investigate the individual technological innovation strength based on the share and weight of the tertiary industry in the enterprise, and determine the control variables affecting the industrial economic development. The experimental data are from the regional economic database, and the missing data are supplemented from the statistical yearbook network. By investigating the innovative utilization of resources or the innovation of technical knowledge, this paper explores the relationship between technological innovation and industrial economic development, and it also provides guidance and suggestions for the thinking layout and psychological adjustment ability of enterprise managers. The influence of enterprise technological innovation on macro-economy is graded, and 1-5 respectively represent the influence size and severity of individual psychology.

Methods: Using Excel software and SPSS22.0 software for statistics and analysis of experimental data.

Results: There is a strong correlation between the technological innovation ability of individual enterprises and the technological development of social industries. Social psychology believes that the relationship between individual socio-economic development will affect the social demand and the speed and degree of development and reform. The relationship between explanatory variables and explained variables is tested with the help of a panel model, and the results are shown in Table 1. It can be seen from Table 1 that the coefficient of technological innovation accounting for 10% of the tertiary industry is 0.5146, and the significance is positive, indicating that technological innovation can significantly promote the development of the tertiary industry economy.

Conclusions: There is a significant positive correlation between the technological innovation of individual enterprises and the development of industrial economy. Therefore, regions and individuals should pay attention to the investment in technological innovation and stimulate the vitality of innovation. At the

same time, for individual enterprises, they should deeply understand the connection between individuals and society, pay attention to the improvement of their own ability and the cultivation of holistic thinking, and play a greater scale effect.

Table 1. Panel test results of the relationship between explanatory variables and explained variables

Explained variable	Explanatory variable	Coefficient	Z
Industrial economic development	Industrial economic development	1.0845***	14.13
	Technological innovation	0.5146*	1.82
Technological innovation	Industrial economic development	0.8945***	1.53
	Technological innovation	0.0086***	2.78
Controlling factors	Industrial economic development	1.9128	0.49
	Technological innovation	1.0273***	19.41

Note: “***”, “**” and “*” are significant at 1%, 5% and 10% respectively.

Table 2. Improvement of psychological status of enterprise self-employed managers before and after the experiment

Dimension	Thinking set	Holistic thinking	Emotion regulation level	Negative psychological problems
Before improvement	4	2	1	4
After improvement	2	5	3	2

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NATIONAL CULTURAL CONNOTATION AND POETIC CHARM OF IMAGE OIL PAINTING UNDER THE BACKGROUND OF COLOR COGNITIVE IMPAIRMENT

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Background: Color cognition is a certain color psychological feeling and inner activity formed by people’s perception of the color of objective things through light, combined with people’s own experience and cognition, and acting on people’s psychology through color perception. Through the observation of color, people can form the first impression of oil paintings at the first time, and with the deepening of cognition, people will gradually form aesthetic cognitive feelings. Color cognitive impairment refers to that people are affected by internal and external environmental conditions when recognizing color information, which reduces the efficiency or function of memory, calculation, orientation, structural ability, execution ability, language understanding, expression and application process in brain function, resulting in abnormal brain function processing related to thinking judgment. Different degrees of color cognitive impairment will have a deviation in understanding and perception of the color of things, as well as the form and content of information, which will affect the ability of color information extraction and cognitive level. Patients with color cognitive impairment have great differences and difficulties in grasping the color law, extracting color information and perceiving color emotion. Without timely and effective intervention, the cognitive impairment will have a negative impact on their life and work. Oil painting is an art form based on color presentation. It is the carrier of object form and the author’s emotion. Its color includes solid color, light source color and environmental color. As a product of the integration of Chinese and Western art, image oil painting pays more attention to freehand brushwork in expression form. It is a representation of the metaphysical spiritual image, which requires people to have better perception and understanding. In the process of oil painting appreciation, patients with color cognitive impairment are difficult to get a better understanding of their artistry and value, and then it is difficult to grasp the regularity of color and the visual cognition of works, which will have a direct negative impact on people’s mood and mood. Therefore, under the background of color cognitive impairment, exploring the national cultural connotation and poetic charm of image oil painting will help to improve the perception and understanding of oil paintings, and improve their cognitive ability and judgment ability.

Objective: In order to solve the dilemma of color cognitive impairment patients’ appreciation of image oil paintings, this paper studies how to help cognitive impairment patients better understand the national cultural connotation and poetic charm of image oil paintings, and improve their cognitive level and ability.

Research objects and methods: Patients with color cognitive impairment were selected as the research

object. The problems existing in the appreciation of image oil paintings were collected, and through their feedback information, they were consciously guided and intervened in the form of dialogue, game activities and practice, in order to improve their understanding and cognition of the connotation and charm of image oil paintings.

Method design: Under the condition of collecting the basic information of patients with color cognitive impairment, different intervention methods were carried out according to their different degrees of cognitive impairment. The experimental time was 6 weeks. After the experiment, the data on the improvement of cognitive impairment were collected and processed, and the experimental results were obtained with the help of experimental intervention.

Methods: With the help of SPSS22.0 statistical analysis tools to process and analyze data.

Results: The national cultural connotation and poetic charm of intentional oil painting are mainly reflected in freehand brushwork, that is, emphasizing the author's subjective perception and the presentation of the natural state. From the perspective of color cognitive impairment, guide color cognitive patients to pay attention to their own value and surrounding changes, and improve the understanding ability and cognitive level of the author's emotion and work value in image oil painting from the perspective of self-promotion and others. The experimental results show that appropriate intervention for patients with color cognitive impairment can effectively help them appreciate image oil paintings and improve their cognitive judgment and appreciation ability. Table 1 shows the statistical difference of cognitive ability of image oil painting in patients with mild color cognitive impairment before and after the experiment. The score level represents the level of cognitive ability.

Table 1. Statistical difference of cognitive level and ability of image oil painting in patients with mild color cognitive impairment before and after the experiment

Timing	Perception of color information	Grasp the connotation of works	Understanding of works' emotion	Affirmation of self-worth ability
Before the experiment	2.31	2.54	1.29	2.16
After the experiment	3.86	3.96	4.12	3.77

Conclusions: Color is a visual effect of light waves acting on human eyes and the human brain to form life color experience. Patients with color cognitive impairment still have some cognitive difficulties in extracting color information and grasping the emotion of oil paintings. Effective intervention can improve their cognitive level. Therefore, in the future oil painting teaching, teachers should pay attention to the cultivation of students' color cognitive ability.

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RESEARCH ON THE CORE COMPETENCE REQUIRED BY TUMOR SPECIALTY NURSING FROM THE PERSPECTIVE OF THINKING LOGIC DISORDER

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Background: Thinking obstacle refers to the process of objective things acting on the human brain. Due to the confusion of the starting point of thinking, the fuzziness of thinking image, the deviation of thinking direction, the confusion of thinking logic and the interference of thinking, it is difficult for the human brain to show the normal thinking results of objective things, so that the content range and speed range exceed the normal standard. Thinking obstacle is a kind of psychological obstacle positioning and an error in thinking habits. It can be divided into abnormal thinking process and abnormal thinking content. It is specifically reflected in the lack of due logic in the connection of semantics. Among them, logical obstacle is a more common form of thinking obstacle. Thinking logic disorder mostly has the symptoms of poor thinking, slowness, mandatory thinking, pathological restatement and delusion. It is often manifested in pathological symbolic thinking, new words, logical fallacy thinking and sophistry thinking. Its essence is that thinking deviates from ordinary people's thinking process in the process of information processing and processing. Thinking logic disorder will not only affect people's thinking ability and cognitive ability, lead to their easy to fall into the inherent thinking set, and then lack of comprehensiveness and objectivity in the analysis and treatment of problems, affect the depth and breadth of people's views on things, but also

cause certain physical and mental damage. There are subjective and objective factors that cause the obstacles of thinking logic. If the thinking logic with deviation for a long time is not corrected, it will cause its logical obstacles, and then doubt and deny its own behavior judgment, fall into emotional obstacles, and affect its life and work. In the oncology department, most tumor patients will have psychological and emotional problems due to their own diseases. Most of them fall into thinking dilemma and misunderstanding due to the denial of their own value. Therefore, it is also very important to carry out appropriate psychological intervention.

Tumor specialist nurses play an important role in tumor prevention, nursing, rehabilitation, health education and other fields, and the core ability is the key ability required by tumor specialist nurses to provide high-quality and efficient nursing ability for tumor patients, which reflects the ability level of their specialist fields. Improving the core competence of tumor nurses is conducive to the construction and development of tumor nursing specialization, and promote the increase of their self-identity and efficacy while improving the quality of nursing service and patient satisfaction. The objectivity, comprehensiveness and particularity of things evaluation are the thinking perspective that nurses need to have when carrying out nursing ability. The difference of thinking logic will affect the professional nurses' guidance of patients' psychological problems and the standard of their own professional level. In the context of thinking logic disorder, guiding tumor nurses to strengthen the learning, training and practical training of professional knowledge in this field will help nurses improve their core knowledge and skills and dredge the psychological problems of some patients with thinking logic disorder, so as to ensure that they have better professional skills and literacy.

Objective: From the perspective of thinking logic disorder, to speed up the learning of knowledge related to thinking logic disorder among cancer nurses, so as to improve the psychological counseling and emotional guidance of patients with thinking disorders, and improve their psychological status.

Research objects and methods: Taking the cancer nurses of three hospitals as the research object, the research carried out professional knowledge training and practical training on thinking logic disorders, then, with the help of the Oncology Nursing Competency Self-rating Scale (ONCSS) and professional quality, the data of the ability improvement of the research objects before and after the experiment were sorted and processed, and apply its learning contents and effects to patients with thinking disorders, so as to improve the psychological intervention ability of specialized psychological nurses and improve the mental health of patients.

Method design: The study first collected the nursing status and existing problems of tumor nurses with the help of the meta-analysis method, and then the subjects were randomly divided into theory group (group A), practice group (group B) and nonintervention group (group C). The learning content of theory group and practice group was related to thinking logic disorder. The experiment lasted for three months. The changes of core competence and literacy of the subjects after the experiment were analyzed with the help of SPSS21.0 statistical analysis tools to sort out and analyze the data and obtain the experimental results.

Methods: The nursing status and core professional competence of cancer nurses were evaluated by meta-analysis method and core competence scale, and the ability change data of the subjects before and after the experiment were collected, processed and analyzed by comparative experiment and statistical analysis tools.

Results: From the perspective of thinking logic disorder, experimental intervention was carried out on cancer nurses to help them improve their professional nursing skills, consultation ability, coordination ability, research ability, educational ability and professional attitude, so as to improve their thinking logic to a great extent. The experimental results show that allowing tumor nurses to learn thinking background knowledge and practical training operation can greatly improve their core ability, help them better deal with mental diseases and thinking misunderstandings of patients with thinking disorders, reduce thinking deviation, and effectively improve the mental health level of patients. Table 1 shows the cognitive improvement of tumor nurses' core competence on patients with thinking disorder before and after the experiment.

Table 1. Changes of core competence of tumor nurses before and after the experiment

Psychological barrier dimension	Before	After
Pathological thinking	25.14±2.34	11.74±2.56
Logical fallacy thinking	31.22±2.89	13.21±2.45
Sophistry thinking	27.46±2.32	7.24±3.28
Self-cognition and negative thinking	22.93±2.01	9.18±2.31

Conclusions: The factors affecting the core competence of cancer nurses include general personal

factors, personality characteristics, self-efficacy, professional interest and organizational team atmosphere. The individual differences of cancer nurses will make them have different performance in work processing, mainly manifested in thinking differences. The intervention of tumor nurses with the background of thinking logic disorder can effectively improve their professional ability and literacy, and it provides more targeted psychological intervention measures for tumor patients with thinking logic disorder, effectively improves their thinking misunderstanding, and improves their cognitive level and mental health.

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BLUE FINANCE SUPPORTS THE IMPROVEMENT PATH OF PEOPLE WITH COGNITIVE IMPAIRMENT IN THE CONSTRUCTION OF CHINA’S MODERN MARINE INDUSTRIAL SYSTEM

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Background: Cognitive impairment is defined as a kind of clinical dysfunction disease in the early stage. With the continuous development of society, the research on individual psychiatry is more and more in-depth, so the understanding of serious disorder is clearer. Research began to classify cognitive impairment as a serious disease in psychiatry. Generally speaking, cognitive impairment is the main symptom of schizophrenia. In the explanation of the condition of schizophrenia, it is considered that schizophrenic patients suffer from multiple personality disorders, that is, the psychological cognition of schizophrenic patients is diverse. In general psychology, this kind of multi cognition is not correctly evaluated as cognitive impairment. In psychiatric research, the treatment of cognitive impairment mainly depends on the long-term efficacy of drugs. The treatment brought by drugs is limited, which can only alleviate individual cognitive impairment to a certain extent, and drugs have side effects. Long-term use will bring all kinds of unpredictable consequences. However, some psychiatrists have suggested that cognitive impairment, as an ideological disorder, can effectively cultivate the cognitive ability of patients with cognitive impairment through thinking and cognitive reconstruction. In psychology, cognitive impairment is identified as a cognitive psychological defect, that is, the psychological cognition of patients with cognitive impairment is incomplete, and the emergence of cognitive impairment seriously hinders the healthy growth of patients. With the development of society, the number of cognitive impairments is also increasing. The increase of the number of cognitive impairments will lead to the slowdown of social and economic development, and then hinder social development. Therefore, it is of great significance to study the current situation of cognitive impairment in social development and find the way to alleviate cognitive impairment.

In the process of social development, China began to explore marine resources, and therefore established a modern marine industry system based on marine industry. In order to promote the development of modern marine industry, China’s policies began to change, and put forward the concept of blue finance. The concept of blue finance was born in the development of marine economy. In the early stage, blue finance was considered as a transaction behavior serving the marine economy. With the development of society, the marine industry is also expanding. Blue finance is considered to be closely related to the marine industry and an internal transaction activity of the financial industry that plays a role in the marine economic environment. With the support of blue finance, the marine industrial system has been continuously improved and the industrial structure has been gradually clarified. However, with the massive changes of information brought by social development, a large number of people with cognitive impairment have appeared in the society, which has hindered economic development. Therefore, how to improve the disease status of people with cognitive impairment in economic development is an important topic concerned by all sectors of society. The research analyzes the improvement path of people with cognitive impairment from the construction of China’s modern marine industry system, in order to put forward solutions for the treatment of people with cognitive impairment.

Objective: This paper discusses the current situation of cognitive impairment in the economic market, analyzes the change of the role of blue Finance on economic development under the influence of cognitive

impairment, analyzes the correlation between the construction of China's modern marine industry system and cognitive impairment, and put forward the improvement strategies for people with cognitive impairment in the construction of China's modern marine industry system.

Study design: Collect the development of cognitive impairment in China's social development through literature search, analyze the correlation between consumer cognitive impairment and economic development by using association rules, find the relevant influencing factors affecting the construction of China's modern marine industrial system by using grey correlation analysis, and evaluate the changes of consumer cognitive impairment in the construction of China's modern marine industry system.

Results: Fifty consumers were randomly selected to analyze the impact of consumers' cognitive impairment on the construction of marine industrial system. The results of the impact of the construction of modern marine industrial system on cognitive impairment are shown in Table 1, with 0-4 indicating the degree of impact. Table 1 shows that the cognitive impairment of consumers is significantly different under the influence of the construction of marine industrial system, and the investment construction, sustainable development construction and emerging industry development construction in the construction of modern marine industrial system have different effects on different degrees of cognitive impairment.

Table 1. The influence of the construction of modern marine industry system on cognitive impairment

Project	Investment behavior of blue Finance	Sustainable development of marine industry system	Development of emerging industries
Mild cognitive impairment	4	4	3
Moderate cognitive impairment	4	4	4
Severe cognitive impairment	4	3	4

Conclusions: The development of China's marine industrial system is related to China's utilization of marine resources, but the cognitive impairment of consumers in the economic market seriously hinders economic development. How to alleviate the cognitive impairment of consumers in the construction of industrial system is of great significance. The research takes the analysis of consumer cognitive impairment as the starting point, discusses the impact of consumer cognitive impairment on the industrial development promoted by blue finance, explores the development path of modern marine industrial system, and analyzes the changes of consumer cognitive impairment in the construction of industrial system. The results show that in the construction of modern marine industry system, consumers with cognitive impairment are significantly affected by the construction of investment behavior, sustainable development and emerging industries. Therefore, in the construction of modern marine industry system, we first need to improve the cognitive impairment of consumers, put forward the improvement path of people with cognitive impairment, and alleviate the degree of cognitive impairment of consumers, so as to promote China's economic growth more comprehensively.

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THE MOTIVATION AND RISK OF M&A OF INTERNET PLATFORM ENTERPRISES BASED ON SOCIAL PSYCHOLOGY

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Background: The research object of social psychology is individuals or groups to study their psychological changes, behavioral changes and related changes in social interaction. Social psychology discusses and analyzes relevant interpersonal relationships from the perspective of individuals and social groups. At the individual level, the society of social psychology studies the socialization process and communication of individuals. At the social group level, the social psychology society studies the group communication structure, group norms and so on. Social psychology is a kind of psychology, and its research

psychology is closely related to society. The research scope includes individual social psychology and social behavior, and the research direction is humanities and social sciences. The research fields of social psychology are individual process, interpersonal process and group process. In the individual process, it will study the contents of individual perception and self-consciousness, achievement behavior and individual work performance. In the interpersonal process, it includes the interaction between people, such as obedience and conformity, aggression and helping others. In the group process, it studies the relevant psychological behaviors of human beings in the group or macro-environment, such as group process and organization, racial prejudice and ethics.

According to the relevant knowledge of social psychology, starting from the group process, this paper studies the motivation and risk of M&A of Internet platform enterprises. Among them, M&A means that more than two enterprises merge and eventually become one enterprise. Generally speaking, companies with high competitiveness will absorb other enterprises. At this time, the status of legal persons of both parties will change. According to these changes, select the type of enterprise M&A, such as acquisition of holding goods, absorption and merger, etc. In the process of M&A, there will be some risks, which are mainly caused by the activities in the process of M&A. Internet platform enterprises will also have the phenomenon of enterprise M&A. the motivation of enterprise M&A is in three aspects: obtaining synergy effect, obtaining scale effect and realizing the company's development strategy. The risk of M&A of Internet platform enterprises will change due to different stages of the M&A process.

Objective: From the perspective of social psychology, this paper studies the motivation and risk of M&A of Internet platform enterprise managers. According to the characteristics of Internet platform M&A, this paper analyzes the motivation of managers' M&A, and finds that there are three motivations of managers' M&A of Internet enterprises, namely, obtaining synergy effect, obtaining scale effect and realizing the company's development strategy. It also puts forward the M&A risks faced in each stage of the M&A process, and carries out risk control for these M&A risks. Relevant risk control measures will change due to different stages of the M&A development process. For example, in the risk control before M&A, the probability of risk before M&A is reduced through strategic risk control and information asymmetry risk control. In addition, it can also control the risks in M&A, such as financial risk control, scientifically and reasonably evaluate the risks, and accurately understand the relevant situation of the enterprise development process.

Research object and methods: The research object is the leaders of Internet enterprises. 35 Internet enterprise leaders are randomly selected from two Internet enterprises to understand the personal information and professional experience of these Internet enterprise leaders and record relevant data. Through fuzzy evaluation, this paper evaluates the impact of M&A risk control measures on the M&A risk of Internet enterprise platform, and the satisfaction of college economics teachers with these risk control measures. Through the relevant data processing of SPSS software, grade 1-5 score is adopted.

Results: Social psychology studies not only individual activity process, but also group process and interpersonal process. Therefore, from the perspective of social psychology, this paper studies the M&A behavior of Internet platform enterprise managers, analyzes the motivation of M&A and the risks of Internet platform enterprise M&A. In the research of M&A related content, it makes a specific analysis according to the different stages of M&A, and puts forward risk control measures. Among them, leaders with graduate education think that financial risk control has a complete impact on enterprise M&A risk, and the score is 5. The specific results are shown in Table 1.

Table 1. The impact of risk control measures of enterprise M & A on the risk of enterprise M&A on the Internet platform

Education	Strategic risk control	Financial risk control	Negotiation risk control
Doctor	4	4	5
Master	5	5	5

Conclusions: With the continuous development of information technology and the increasing number of Internet platform enterprises, the competition among enterprises is becoming more and more fierce. In order to improve the market competitiveness of enterprises and realize the sustainable development of enterprises, the managers of Internet platform enterprises need to expand the development mode of their enterprises accordingly. The probability of managers' M&A behavior is increasing. In this process, there will be different degrees of M&A risks. According to different M&A characteristics, M&A risk prevention and control, so as to promote the stable development of enterprises.

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RURAL REVITALIZATION + DEVELOPMENT OF MARINE CULTURAL TOURISM INDUSTRY FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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Background: Social psychology studies the changes of individuals or groups in psychological behavior under the action of society and the laws of these changes. Social psychology is generally studied from the perspective of individuals and social groups. From the perspective of social groups, social psychology studies the structure of group communication and its norms. The research field of social psychology mainly includes three aspects: individual, interpersonal and group. Individual process is to study individual perception, self-consciousness and other contents. Interpersonal process is to study the interaction between people. Group process is to study human psychological behavior in group and other environments, such as group process and organizational behavior. Group indicates that people who depend on and influence each other form a collection. The number of people in this collection is more than two, and these members will have face-to-face contact or interaction. The psychological functions of groups mainly include sense of belonging, sense of identity and social support. Social support means that after the behavior and thought of the members of the group meet the requirements of the group, the group will encourage and praise these members to continue these behaviors. The high cohesion of the team can promote the stability of the team, improve the dependence of members on the group, enable members to obtain higher self-confidence and improve the work efficiency of the team. Rural revitalization strategy is a kind of group organization behavior from the perspective of social psychology. In the rural revitalization strategy, we always adhere to the standard of giving priority to the development of agriculture and rural areas. The ultimate goal of the strategy is to achieve industrial prosperity, establish a livable ecological environment, revitalize rural civilization, effectively manage rural construction, enrich the lives of rural residents, promote the process of agricultural and rural modernization, and organically integrate urban and rural areas. For coastal areas, in order to respond to the rural revitalization strategy, we can start with marine culture, develop the rural marine culture tourism industry on the basis of adhering to the harmonious coexistence between man and nature, and actively and effectively use the surrounding natural resources to enable rural residents to achieve wealth and increase income. The essence of marine culture is the relationship and product between human beings and the ocean. For example, Xiamen occupies an important position in China's coastal areas, where marine cultural resources are very rich. Among them, Xiamen fishing village has very unique local characteristics in marine geographical location, material production and culture. In response to the rural revitalization strategy, we can start with the small fishing village with characteristics in Xiamen, make a specific analysis according to the characteristics of the marine geographical location and culture of the small fishing village, and take the "three new" as the guiding ideology to develop the marine cultural tourism industry of the small fishing village, so as to open up a new pattern. Among them, "three new" means new thinking, new path and new measures.

Objective: To analyze the current situation of the development of marine culture industry in Xiaodui fishing village in Xiamen, understand the specific situation of marine culture in fishing village, analyze the specific causes according to the decline and decline of marine folk beliefs, traditional folk houses in Southern Fujian and fishing custom culture in Southern Fujian, and take targeted measures according to these situations. Through the development of cultural and creative products with regional characteristics, promote economic development and upgrading on the basis of cultural development, and inherit and innovate marine folk beliefs. Properly repair and protect the traditional residential buildings in Southern Fujian, and take some measures to promote the large-scale establishment of traditional residential buildings in Southern Fujian, so as to form a neat and characteristic architectural community, make the homestay tourism in the fishing village more distinctive and lasting, and then promote the development of marine cultural industry and tourism industry.

Research objects and methods: The research objects are tourists in coastal areas. 300 tourists are randomly selected from two tourist destinations in coastal areas to understand their tourism hobbies, personal characteristics and other relevant information, investigate the current situation of tourist destinations in coastal areas, and record relevant data, through fuzzy evaluation, tourists' satisfaction with the measures of rural revitalization + marine cultural tourism industry is evaluated. The satisfaction is divided into five grades. The scoring method adopts grades 1-5. The higher the score, the higher the satisfaction. SAS software is used for relevant data processing and analysis.

Results: Social psychology is a kind of psychology that studies group process and organizational behavior. From the perspective of social psychology, we can study the development of marine cultural tourism industry under the strategy of rural revitalization. By analyzing the current situation of marine culture, this

paper summarizes the reasons for its formation. According to these current situations, targeted design and development are carried out. Through the development of cultural and creative products with regional characteristics, marine folk beliefs can be inherited and innovated. With some encouragement and support measures, the traditional folk houses in Southern Fujian have been established on a large scale, and a neat and characteristic architectural community has been formed, through this series of measures, promote the development of rural revitalization + cultural marine cultural tourism industry. The satisfaction of tourists with bachelor's degree on the measures of developing cultural and creative products with regional characteristics is (4.88±0.71), and the satisfaction of repairing traditional residential buildings in Southern Fujian is (4.93±0.48). The relevant results are shown in Table 1.

Table 1. Satisfaction evaluation of tourists with different levels of education on the countermeasures of rural revitalization + cultural marine cultural tourism industry

Education level	Cultural and creative products with regional characteristics	Repair of traditional residential buildings in Southern Fujian	Further industrialization of fishing custom culture
Junior college	4.04±0.56	4.67±0.51	4.23±0.46
Undergraduate	4.88±0.71	4.90±0.08	4.66±0.47
Graduate student	4.84±0.57	4.64±0.73	4.83±0.65

Conclusions: From the perspective of social psychology, this paper studies the development of marine cultural tourism and cultural industry in the strategy of rural revitalization. In the group organization behavior of rural revitalization strategy, the government plays the role of group leadership and encourages local people to actively participate in the development of marine cultural industry. Carry out in-depth analysis from the perspective of marine culture and excavate relevant cultural characteristics to realize the revitalization of fishing villages and villages in Xiamen + the development of marine cultural tourism industry.

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ANALYSIS OF INNOVATIVE TEACHING REFORM OF HUMAN RESOURCES EDUCATION IN COLLEGES AND UNIVERSITIES UNDER COGNITIVE IMPAIRMENT

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Background: Cognition is the process of extracting and processing individual knowledge or acquired knowledge. This process involves random, psychological and social behavior. Specifically, it is manifested in learning, memory and thinking. Cognitive impairment indicates that there are abnormalities in the process of information acquisition and processing, resulting in memory impairment and pathological changes in cognition, language, behavior and so on. To keep cognition normal, we must ensure that the function of cerebral cortex is normal. If the cerebral cortex is abnormal, it will lead to cognitive impairment. There is a correlation between different types of cognitive impairment. Problems in one aspect of cognition will affect other aspects of cognition. For example, if an individual's attention and memory are abnormal, there will be obstacles in problem-solving. Cognitive impairment mainly includes three types: perception, memory and thinking. Perceptual disorder refers to perceptual abnormality. The specific manifestations of abnormality include retardation, discomfort, allergy and so on.

At present, the students majoring in human resource management in colleges and universities have a vague understanding of the meaning of human resource management, do not understand the qualities that the professionals need to have, have low awareness, and have a slow perception. Some students filled in their volunteers after the deployment of the school. They didn't know much about the major. Some just understood it literally. They felt that the major should belong to management, and they liked management, so they chose the major. Some students have a preliminary understanding through the network and feel that they can choose. On the whole, many students are at a loss about the employment of this major, do not know the work content of the employment of this major, generally have less understanding of salary, work status and other related contents, and their understanding is very one-sided. Moreover, because the teaching of human resource management specialty is relatively single, the content is boring and does not reflect the changing characteristics of the new era, most students only accept it passively and think less

about the content of professional courses, which aggravates the cognitive barrier of students to the specialty. In terms of professional teaching methods, the evaluation method is affected by the management of traditional teaching system. The examination method of this major is in the form of test paper examination, which is not conducive to the development of students' innovative thinking.

Objective: This paper analyzes the cognitive impairment of college students majoring in human resource management, studies its causes, and carries out targeted human resource management teaching reform according to these causes, so as to reduce students' cognitive impairment and promote students' understanding of human resource management. By updating the teaching content, we can arouse students' attention to the professional courses, form a relatively complete knowledge system, promote the improvement of students' learning enthusiasm and initiative, and broaden the scope of knowledge. By optimizing the teaching process, increasing more opportunities for social practice, strengthening students' perceptual knowledge and improving students' innovative spirit. Through the reform of assessment methods, students' cognitive ability, analytical ability and other abilities are assessed, so as to promote the all-round development of students' cognitive ability, analytical ability and other abilities, and further alleviate students' cognitive obstacles.

Research objects and methods: The research objects were college students with cognitive impairment majoring in human resource management. 300 college students with cognitive impairment were randomly selected from 5 colleges and universities. These college students majored in human resource management. To understand the performance of college students with cognitive impairment in cognitive impairment and the problems existing in the practical teaching of the major before the reform. Through the fuzzy evaluation method, the impact of educational innovation teaching measures on college students with cognitive impairment is evaluated. The evaluation method adopts 0-4 score. The higher the score, the greater the impact. Use SPSS software to process relevant data.

Results: Among the college students majoring in human resource management, some students have cognitive barriers. These students do not conduct detailed research on their majors, their professional quality is not high, their practical ability is weak, and they are more passive in course learning. Relevant courses are unscientific, teaching methods are monotonous, students do not have enough practical opportunities, and do not pay attention to students' cognitive ability, analytical ability and other abilities. According to these conditions, innovative education innovation is carried out, and the teaching reform adheres to the three principles of comprehensiveness of objectives, subjectivity of students and systematic gradualness. After the reform, sophomores with cognitive impairment scored 4 points in updating teaching methods. Table 1 shows the impact of educational innovation and teaching reform measures on students with cognitive impairment.

Table 1. The influence of educational innovation and teaching reform measures on college students with cognitive impairment

Grade	Update teaching methods	Optimize the teaching process	Reform assessment methods
Freshman	4	3	3
Sophomore	4	4	3
Junior	4	3	4

Conclusions: College students majoring in human resources management have cognitive impairment, which is reflected in the lack of knowledge of the major, the lack of professional employment, the lack of perfection of students' knowledge structure and the low practical ability of students. In addition to the influence of China's education system, the teaching mode of this major is more traditional. After the change of teaching concept, we should innovate the teaching of human resource management, strive to improve students' innovation, initiative and enthusiasm, and carry out innovative reform from the three aspects of teaching content, teaching process and assessment methods. After the reform, the comprehensive quality of students has been improved and the cognitive impairment of students has been alleviated.

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A CORPUS-BASED COMPARATIVE STUDY OF ACADEMIC ENGLISH RICHNESS FROM THE PERSPECTIVE OF COGNITIVE FUNCTION

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Background: Cognition refers to the process in which an individual's brain processes external information after receiving it, and changes it into internal psychological activities to obtain relevant knowledge. Cognitive function is the ability of an individual's brain to extract, process and store external information. It is the degree of an individual's understanding of the composition and performance of things, and mastering the relationship between things and related development laws. This function is the psychological condition for the completion of individual activities and occupies the most important position. This period involves learning, spirit, thinking and so on. From the perspective of cognitive function, the linguistic features of academic English in the corpus should be accurate and clear, and the relevant academic views should be objective and rigorous. However, in reality, the connection of things is not very clear, but with the characteristics of fuzziness and non-determinism. When describing objective things and expressing the thinking results, the relevant elaboration language has a fuzzy form. This situation also exists in academic English. In the in-depth research and thinking expansion of fuzzy language, hedges occupy an important position in the research. It is an important part of fuzzy language and the focus of scholars. Among them, hedges are the most common in fuzzy language and the most typical representative of fuzzy language. Through the expression of these words, the listener will feel like nothing and can't figure out clear information. The study of hedged language has important theoretical and practical significance. It can promote the study of semantics and pragmatics and promote effective communication to a certain extent. According to the characteristics of hedges, this paper focuses on their analysis, analyzes the use characteristics of different modal hedges in different corpora, further discusses the relevant pragmatic functions of these modal hedges, and studies the richness of academic English in different corpora from the perspective of cognitive function.

Objective: To analyze the characteristics of hedges, determine the research value of hedges, find the literature research related to hedges, and summarize the direction of these research, so as to determine the starting point of the article, that is, to make a quantitative and qualitative analysis of hedges. This paper searches modal hedges in three corpora, studies the richness and frequency of modal hedges, as well as the use of these words by college students, and analyzes the results, studies the role of modal hedges in academic English, and the impact of academic English richness of different corpora on college students' cognitive function.

Research objects and methods: The research object is modal hedges, using meta-analysis. Firstly, the semantic classification, word characteristics and pragmatic functions of modal hedges are understood and mastered, and the problems that need to be studied are determined. Through the corpus method, three corpora are selected to retrieve modal hedges. The three corpora are JDEST corpus, brown corpus and lob corpus. The latter two corpora are used as reference corpora. The words of the three corpora are more than one million and have a rich vocabulary. In the retrieval of modal hedges, there are 9 types of modal hedges. After the search, analyze the richness of different modal hedges to understand the students' use of the three corpora, using 1-5 and scoring, using SPSS22.0 software to analyze the data and study the impact of corpus with different academic English richness on college students' cognitive function.

Results: Academic English should have been clear and rigorous, but in practical research and application, there are semantic uncertainty and vague expression. Hedges are representative of fuzzy language. Modal hedges belong to hedges. Modal hedges are searched in three corpora, the use frequency of different modal hedges is counted, and the impact of the richness of academic English on college students' cognitive function is analyzed. The influence of academic English richness of JDEST corpus on college students' memory function is scored as 5 points, and the results are shown in Table 1.

Table 1. The influence of the richness of corpus academic English on college students' cognitive function

Corpus	Perceptive function	Memory function	Learning function
JDEST corpus	4	5	4
Brown corpus	4	4	3
LOB corpus	3	4	4

Conclusions: The cognitive function includes sensory perception, attention, memory and so on. From the perspective of cognitive function, academic English should be clear and serious, but there are special circumstances. Modal hedges will be used in academic English and retrieved in the corpus. There are differences in the frequency of modal hedges in the three corpora, and there is also a certain gap in the

frequency of words. Compared with brown corpus and lob corpus, JDEST corpus has higher academic English richness and plays a greater role in promoting college students' cognitive function.

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RESEARCH ON THE DEVELOPMENT STATUS OF CONTEMPORARY CHINESE NETWORK LITERATURE FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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Background: Network literature is not produced in disputes, but developed in disputes. When people argue about network literature, network literature still develops along its own track. Reviewing people's discussion of network literature, combing the development history of network literature, and understanding the value and research status of network literature are the starting point of network literature research. With the increasing influence of network literature, there are more and more research articles and works of network literature. The emergence and popularization of the Internet has created a new development platform and literary system for literature. Generally speaking, the Internet has brought great changes to Literature and endowed it with rich spiritual connotation, mainly as follows: freedom, equality, non-utilitarian and authenticity. Freedom on the Internet also brings free style of writing, freedom of form, often without scruples; Ridicule is bold and unrestrained. It is gorgeous and diverse in forms. It breaks away from the shackles of traditional literature and soars in a free country. Some literary newcomers post on the forum at the beginning of their creation. The replies, comments and incentives of enthusiastic netizens will give spiritual comfort to the newcomers and encourage them to continue to walk on the road of literary creation. It can be seen that network literature does not focus on the ideological content in traditional literature as the core evaluation standard, but relies on wit, humor and entertainment to attract the majority of netizens and readers. The network has created an open development platform for literature and created the coexistence of network and traditional literature. Literary research from the perspective of social psychology should find theoretical basis outside psychoanalysis. They began to pay attention to the relationship between psychological theories outside psychoanalysis and literature, and explore the application of psychological theories outside psychoanalysis to literary research. Combine personality psychology, family system psychology, developmental psychology, neuropsychology and literary research. Psychology obviously embodies more dimensions, and its contrast is easier to help literary researchers understand the diversity of psychology. When narrative therapy brings literature into psychotherapy and gives psychotherapy a new narrative dimension, we can also look back at literature itself from this perspective and explore the therapeutic nature of literature.

Objective: Social psychology discusses the development of Chinese contemporary network literature at the individual level and social group level. Through the process of individual socialization, communication, speech development, partners, family and living environment, network literature is influenced. Therefore, the development of Chinese contemporary network literature can be discussed based on social psychology.

Subjects and methods: The emergence of network media has further expanded the communication channels of literature, resulting in the emergence of literary works carrying out publishing activities with the network as the carrier. The formation and development of network literature has been controversial and concerned by a wide range of people, and the concept of network literature has also been valued by people. With the increasing popularity of network literature and the gradual expansion of reader market, the research and analysis of social psychology can effectively improve the development of contemporary Chinese network literature.

Study design: This paper uses the method of investigation and analysis to evaluate the contemporary network literature works, selects the network literature with different contents, and analyzes the psychological situation of readers. The higher the influence value, it proves that the audience likes reading. 1000 people of different ages and genders are randomly selected to evaluate the literature works.

Methods: Use Excel to count the influence of social psychology on network literature.

Results: After entering the 20th century, the mainstream of the development of Chinese literature often maintains close contact with social politics. Chinese contemporary literature carries the traditional thought of "carrying the Tao and passing the country" in classical literature. The emergence of network literature has made great contributions to breaking the rigid literary system and promoting the development of popular culture. Network writing promotes the expansion of writing groups to a certain extent. Network writing has the nature of low threshold. It can integrate more writers into it and continuously expand the

writing team, which is conducive to improving the creative atmosphere of network literature and continuously promoting and deepening the reform and development of cultural system. Most of the authors of network literature rely on their own life experience, rely on the phenomenal power of unconstrained nature, and then catch the attention of readers. The rich imagination shown by the authors of network literature is what Chinese contemporary literature lacks. Network literature contributes to the rich development of literary styles, truly realizes the progress of Chinese contemporary literature, and introduces Chinese diversified contemporary literature into the reader population. It is an important product to meet the development needs of modern society.

According to the survey results, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. The specific statistical table is shown in Table 1.

Table 1. Influence of social psychology on network literature

Factor	Popular cultural development	Literature constitution reform	Improvement of writing experience
Romantic novel	3	4	4
Inferential novel	4	3	3
Science fiction	3	4	4
Martial arts novel	4	3	3
Time travel fiction	3	4	3

Conclusions: Social psychology provides new and extremely valuable ideas and methods for literary research. When social psychology continues to learn from and emulate the important resources in network literature, literary research should also continue to do similar things. When we look at the relationship between literature and psychology again, we will find that although psychoanalysis has given literary criticism extremely innovative new ideas, the more and broader intellectual resources of psychology are the hope to revitalize literary criticism from the perspective of psychology.

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RESEARCH ON THE DEVELOPMENT COMPETITIVENESS OF TRADITIONAL VILLAGES IN WEST BEIJING BASED ON BIG DATA ANALYSIS FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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Background: In terms of discipline attribute, social psychology is neither a branch of sociology nor a branch of psychology. It is a comprehensive science combining management, economics, politics, behavioral science, cultural anthropology, culturology, psychology and sociology. The main research fields of social psychology are individual process, interpersonal process and group process. Individual process includes achievement behavior and individual work performance, attitude and attitude change, attribution problems, personal perception and self-consciousness, personality and social development, stress and emotional problems. Interpersonal processes include aggression and helping behavior, interpersonal attraction and love, conformity and obedience, gender roles and gender differences, nonverbal communication, social exchange and social influence. Group process includes health psychology, racial prejudice and ethical issues, group process and organizational behavior, crowding and environmental psychology, and cross-cultural comparative research. Social psychology can be divided into behaviorism school, cognitive school and psychoanalysis school. Among behaviorists, imitation theory, social exchange theory, social learning theory and stimulus-response theory are common and perfect theories. For the field theory and the group theory, the field theory is consistent with the cognitive theory and the group theory. For the psychoanalytic school, the three-dimensional theory of interpersonal behavior, the sociological school of new psychoanalysis and psychoanalytic theory are the most common theories.

At present, under the background of big data analysis, the development of traditional villages in West

Beijing is facing very big problems, which are embodied in the fact that the landscape protection and development of traditional villages cannot meet the needs, and the landscape image of traditional villages is facing a crisis. Different from ordinary cities, traditional villages are buildings that live in harmony with nature under the guidance of relevant theories and ideas in ancient China. The concept of West Beijing originated from Wanping County in Beijing, including Haidian, Fengtai, Fangshan, Shijingshan District, today's Mentougou District and other regions. Nowadays, Jingxi refers to Beijing. Broadly speaking, Jingxi refers to Fangshan, Fengtai, Mentougou, Shijingshan, Haidian and other districts. In a narrow sense, Jingxi refers to Mentougou District of Beijing. Traditional villages have different understandings for experts in different fields. At present, the academic circles have a relatively consistent view on the value of traditional villages, pointing out that they are cultural heritage including a variety of material and intangible forms, and they have important values in science and art, social economy, history and culture. The landscape elements of traditional villages include natural landscape elements and cultural landscape image elements. Natural landscape elements include plants, water bodies and mountains; Humanistic environment includes lifestyle, religious belief and customs. The physical environment includes landmarks, nodes, boundaries, areas and roads. From the perspective of social psychology, the competitiveness of the development of traditional villages in West Beijing is mainly reflected in the flexible road system, the village form adapted to local conditions, the core node of road series, and the changing skyline.

Objective: Analyze the impact of the development mode of traditional villages in West Beijing on residents' psychology under the background of social psychology and combined with big data technology, so as to inject new strength into the sustainable development of traditional villages in West Beijing.

Research objects and methods: The residents of traditional villages in West Beijing in two regions are selected as the research object. The development of traditional villages in West Beijing under the background of social psychology combined with big data technology analysis is evaluated by a learning vector quantitative cluster analysis algorithm. The number of residents in each region is 200. The evaluation contents include loneliness, interpersonal communication, gender discrimination and self-recognition. The evaluation index is good degree, and the consensus degree is set as five grades: very good, relatively good, good, generally good and not very good. The corresponding scores of the five grades are 0-2, 3-4, 5-6, 7-8 and 9-10. The research takes the average value of the evaluation results of the research object as the final result, so as to ensure the reliability and effectiveness of the results.

Methods: Through SASD data statistical analysis software, this paper analyzes the impact of the development of traditional villages in West Beijing on residents' mental health under the background of social psychology.

Results: Table 1 refers to the impact of the development model of traditional villages in West Beijing on the psychology of residents in the context of social psychology. It can be seen from Table 1 that the residents of traditional villages in West Beijing in the four regions have a high degree of well-being. Therefore, the development competitiveness of traditional villages in West Beijing needs to be combined with social psychology, which plays an important role in the sustainable development of the region.

Table 1. The influence of the development model of traditional villages in West Beijing on the residents' psychology of traditional villages in West Beijing under the background of social psychology

Psychological indicators	Very good	Quite good	Good	Generally good	Not very good
Lonely	43	47	47	32	31
Interpersonal communication	46	44	39	36	35
Gender discrimination	42	42	45	34	37
Self-recognition	42	43	44	35	36

Conclusions: Combined with the background of social psychology, the development competitiveness of traditional villages in West Beijing has a high degree of good, which plays an important role in the subsequent development and innovation of traditional villages in West Beijing.

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ON THE VALUE ORIENTATION OF MARXISM AND E-COMMERCE DEVELOPMENT VIEW FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGICAL CATEGORY

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Background: Social psychology was first proposed by Irving psychologists. This discipline mainly analyzes the instincts, communication, reactions, habits and other behaviors of groups. As a new category of language marginalization, sociopsycholinguistics follows the guiding principle of human standard, and the research object is people and in society. The research content of social psychology is the behavior occurrence and change law and psychology of groups and individuals in social interaction. Social psychology is an important science closely related to people's daily life. It can not only cover the advantages of all disciplines, but also add vitality to the long-term development of all disciplines. Social psychology explores interpersonal relationships on the basis of social group level and individual level. Individual level includes the influence of school, living environment, family, partners, speech development, communication and individual socialization process on individuals. Social group level refers to culture, customs, racial prejudice, aggressive behavior, attitude, group communication structure, etc. The development process of social psychology can be divided into three stages: the germination of western social psychology, the determination of the discipline system of western social psychology, and the expansion of the research field of western social psychology. Based on the interaction between individual and society, social psychology analyzes the occurrence, development and change law of individual psychological activities under certain social living conditions. Social psychology not only attaches importance to the interaction between individual and society, but also attaches importance to the analysis of individual internal psychological factors and social situations. The research scope of social psychology involves applied psychology, group psychology, social communication psychology and behavior, individual social psychology and social behavior, including the application of social psychology, social influence, attitude and behavior, social individual, theory and method, etc.

Marxism and e-commerce development view need to make great changes under the background of social psychology, which are mainly reflected in the following aspects: the correct values under enterprise ethics, the value evaluation of economic development and government supervision. The correct values under enterprise ethics need to be maintained by enterprises, individuals and organizations. The ethical problems of enterprises are interest problems and identification of e-commerce ethical problems, which are embodied in the inability to guarantee the quality of goods, the proliferation of false information and information fraud, infringement of intellectual property rights, disclosure of personal information, logistics and distribution problems, immoral competition among peers, network crime problems, environmental problems, food safety, consumer fraud, etc. The value evaluation of economic development includes the leap-forward development of e-commerce economy to productivity, freedom and equality in e-commerce economy, fairness and efficiency in e-commerce economy. The supervision of government departments can promote the rapid development of e-commerce. Its responsibility is to increase infrastructure construction, including not only transportation infrastructure such as ports, railways and roads, but also network infrastructure such as mobile Internet. The government should strengthen supervision, especially increase the punishment for unethical competitive enterprises. Unify the construction and rules of e-commerce laws; Establish the guiding role of the government in the field of e-commerce.

Objective: This paper analyzes the role of the value direction of Marxism and e-commerce development concept on the social-psychological level of residents under the background of social psychology, and finds a new model for the development of e-commerce in the future.

Research objects and methods: The residents of two cities are selected as the research object. Through the improved Random Forest algorithm (RF), the effect of the value direction of Marxism and the e-commerce development concept on the social-psychological level of residents under the background of social psychology is studied. The number of people in each city is 200. The evaluation contents include loneliness, interpersonal communication, gender discrimination and self-recognition. The evaluation index is good degree. The consensus degree is set as five grades: very good, relatively good, good, generally good and not very good. The corresponding scores of the five grades are 0-2, 3-4, 5-6, 7-8 and 9-10. The average value of the evaluation results of all research objects is taken as the final result, so as to ensure the reliability and effectiveness of the results.

Methods: Through S-PLUS data statistical analysis software, this paper analyzes the role of the value orientation of Marxism and e-commerce development concept on the social-psychological level of residents.

Results: Table 1 refers to the effect of correct values on social-psychological level under enterprise ethics under Marxism and e-commerce development concept. It can be seen from Table 1 that the good degree of loneliness, interpersonal communication, gender discrimination and self-recognition is high. Therefore, Marxism and e-commerce development view need to be combined with social psychology, which plays an important role in the development of China's e-commerce neighborhood and the realization of globalization.

Table 1. The effect of correct values on social-psychological level under enterprise ethics under Marxism and e-commerce development view

Psychological factor	Very good	Quite good	Good	Generally good	Not very good
Lonely	43	46	48	32	31
Interpersonal communication	46	45	38	36	35
Sexual gender discrimination	47	43	46	30	34
Self-recognition	42	43	46	32	37
Psychological factor	41	45	43	34	37

Conclusions: The analysis of Marxism and e-commerce development concept has extremely important value for the improvement of residents' social psychological level, which plays an important role in the follow-up research on the development and innovation of e-commerce.

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CONSTRUCTION AND EXPLORATION OF LEISURE PHYSICAL EDUCATION TEACHING MODEL BASED ON FLIPPED CLASSROOM FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: In recent years, educational psychology is closely related to psychiatry, medicine, sociology, anthropology, education and other fields. Educational psychology is a subject that studies the law and essence of students' psychological activities. Its goal is to cultivate a sound personality and health psychology. The main research content of educational psychology is the basic psychological laws of education and teaching in the context of education and teaching. It is based on psychology. The research involves teaching design, educational technology, special education and classroom management. Educational psychology can improve the level of teachers, improve the quality of education and teaching, and promote the reform of education and teaching. The characteristics of educational psychology include teachers' characteristics, students' characteristics and teaching methods. Different from psychology, educational psychology focuses on the psychological laws of student groups, and evaluates whether students can learn knowledge and master corresponding skills under normal teaching conditions. The teaching subject of educational psychology theory is the workers engaged in education, and the purpose is to guide teachers to complete teaching work. The future research trend of educational psychology is learners' subjective initiative, the action mechanism in the learning process, the influence of situational environment on learning results, teaching mode and so on. The application of educational psychology in school curriculum teaching has been widely valued by experts in the field of education. A large number of research reports show that the leisure physical education curriculum teaching based on flipped classroom integrating educational psychology has a good teaching effect, especially in the aspect of teaching quality.

The flipped classroom is a classic teaching mode of controlled learning in the current era of big data. This mode breaks through the traditional teaching mode and construction method, pays attention to the central position of learners, and allows learners to master the progress of learning according to their own needs. Flipped classroom needs to have the following characteristics. Students need to have high self-management ability, extracurricular autonomous learning ability, self-exploration ability in class and cooperation ability. Teachers need to change their ideas, not only to preach and get rid of doubts, but also to guide students to learn, individualize and guide students to form the habit of lifelong learning and all-round quality development. The significance of leisure sports course teaching combined with the flipped classroom is mainly as follows: leisure sports majors set up corresponding information technology courses to enable students to have corresponding information technology operation ability. Teachers have strong guidance ability and teamwork ability, and can easily deal with learning guidance, the construction of online teaching content and the application of learning resource platforms. The vast majority of leisure physical education courses are presented in the form of modularization, especially in terms of theoretical curriculum resources and sports skills. Under educational psychology, the teaching mode of leisure physical education combined with flipped classroom not only needs to innovate teaching technology and equipment, but also needs to update the theory and process in time. This model can be called the "three-two-one" leisure

physical education curriculum teaching model, including three stages, two levels, two-way efforts, two positions and one goal. Two key aspects are as follows: an information platform and or activity learning to create a personalized learning environment for students. Collaborative learning in class and independent learning outside class.

Objective: This paper analyzes the teaching model of leisure physical education based on flipped classroom and the effect of development path on educational psychology, in order to provide scientific suggestions for the theoretical innovation of leisure physical education.

Research objects and methods: Students from four schools are selected as the research object. The teaching model of leisure physical education based on the flipped classroom is evaluated by a random forest algorithm (RF). The number of students in each school is 50. The evaluation contents include quality, will, cognition, emotion and interpersonal relationship. The evaluation result is recognition degree. The satisfaction level is set to five levels: very recognition, comparative recognition, recognition, general recognition, little recognition and non-recognition. The corresponding scores of the five levels are 0-20, 21-40, 41-60, 61-80 and 81-100. In order to ensure the reliability of the results, the average value of the evaluation results of all research objects is taken as the final result.

Methods: Through Epi Info data statistical analysis software, this paper analyzes the impact of leisure physical education teaching model based on flipped classroom on students' educational psychology under the background of educational psychology.

Results: Table 1 refers to the impact of leisure physical education curriculum teaching model based on flipped classroom on students' educational psychology. It can be seen from Table 1 that the recognition of quality, will, cognition, emotion and interpersonal relationship is high. Therefore, the teaching model of leisure physical education based on flipped classroom needs to be combined with educational psychology, which is of great significance to the teaching innovation of leisure physical education in colleges and universities in China.

Table 1. Evaluation results of leisure physical education teaching model based on flipped classroom under the educational psychology

Type	College 1	College 2	College 3	College 4
Three stages	88	91	89	92
Two levels	82	93	95	86
Two-way effort	89	87	85	94
Two positions	82	86	86	92
A goal	83	85	91	84

Conclusions: The leisure physical education curriculum teaching model based on flipped classroom proposed by the research has a high degree of recognition for students' educational psychology. In the future, this model can be applied to the leisure physical education curriculum teaching in other colleges and universities.

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THE VALUE OF RED ART ARCHIVES IN THE EDUCATION OF PEOPLE IN THE EXHIBITION HALL AND ITS INFLUENCE ON EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology is an important branch of applied psychology. It is an interdisciplinary subject of pedagogy and psychology. Its main research content is the basic psychological laws of middle school and teaching in the stage of education and teaching. However, there are significant differences in the research focus between educational psychology and college psychology, and most scholars have given a clear identification scope. The focus of educational psychology is to analyze theoretical work, and the focus of school education is to engage in school and related specific affairs. Educational psychology is based on psychology and involves teaching design, educational technology, special education and classroom management. Its purpose is to guide teachers to complete teaching work. The research trend of educational psychology under the continuous development of the times is learners' subjective initiative, the action mechanism in the learning process, the influence of situational environment on learning results,

teaching mode and so on. In a simple understanding, educational psychology is all the sciences involved in the process of learning and teaching, including teaching methods, students' characteristics and teachers' characteristics. According to the type of subject, teachers can adopt different teaching schemes. At present, the relevant research of educational psychology mainly focuses on the active challenges faced by students in the process of growth, learning initiative, the change of teaching methods and the design of teaching courses. Under the background of the development of educational psychology, the Red Art Library has obvious advantages in educating people in the exhibition hall, including some red resources during the new democratic revolution and the war to resist US aggression and aid Korea, which can enhance the patriotic enthusiasm of Chinese people.

The performance of Red Art Library in the field of education in the exhibition hall is as follows. First, the Red Art archives highlights the collection value of red archives in the process of collecting resources. In the work of archives collection, we should refine the workflow of archives resources, and invite experts in many fields such as party history, culture and Museum, provincial and municipal archives to give advice for specific work, which can improve the planning and scientific level of archives collection and expand the participation and awareness of the masses. In addition, the government needs to provide necessary financial support to ensure the data collection of red archives. Second, attention should be paid to the exhibition of archives exhibition hall in the process of archives publicity. Carry out special exhibitions on red memory, such as going into archives to view the Yellow River, ancient city history archives, going into archives to keep the original heart, so as to provide guarantee for the cultivation of people's red memory education system. Third, strengthen the compilation and research and development of archives in the development and utilization of red resources. Look for valuable materials of revolutionary activities in the new democratic period, including picture materials, literature materials, special materials, research materials, etc., specifically including research results of revolutionary history, conference articles of parties or insiders of revolutionary history, historical documents, etc. Fourth, play the role of patriotism education base in the process of building a civilized city. We should actively promote red search archives into schools, schools and offices, and establish platforms such as the WeChat official account and online exhibition hall to provide a deeper understanding of red culture for the public. Fifth, highlight the sense of mission of red archives in the study and education of party history. Carry out publicity and education of citizens through the compilation and research of red archives resources, exhibition and display, so as to help them establish a correct view of party history.

Objective: This paper analyzes the value of Red Art archives in the education of people in the exhibition hall and their role in educational psychology, in order to enhance the red spirit of citizens and spread the red spirit and culture.

Research objects and methods: This paper selects experts in many fields such as party history, culture and Museum, provincial and municipal archives in two red revolution base areas as the research object, and analyzes the role of the value of Red Art archives in the education of people in the exhibition hall and educational psychology through the Support Vector Machines (SVM) classification model. The evaluation includes three aspects: quality, will and cognition. The value range of contribution value is 0-1. The larger the value is, it indicates that the educational value of Red Art archives in the exhibition hall has a great impact on psychological factors. In order to ensure the reliability of the results, the average value of the evaluation results of all research objects is taken as the final result.

Methods: Through DAS data statistical analysis software, this paper analyzes the evaluation results of the value of teaching Red Art archives in the education of people in the exhibition hall and the role of teaching psychology.

Table 1. The value of Red Art archives in the education of people in the exhibition hall and its influence on educational psychology

Base area	Quality	Will	Cognition
Base area 1	0.88	0.90	0.88
Base area 2	0.82	0.93	0.82
Base area 3	0.86	0.88	0.88
Base area 4	0.82	0.87	0.93
Base area 5	0.83	0.83	0.87
Base area 6	0.84	0.86	0.86

Results: Table 1 refers to the influence of the value of Red Art archives in the education of people in the exhibition hall on educational psychology. It can be seen from Table 1 that the contribution value of Red Art archives in the education of the exhibition hall is high in terms of quality, will and cognition. This shows that

after the introduction of educational psychology theory, the effect of Red Art archives in the education of people in the exhibition hall is more obvious.

Conclusions: The value of Red Art archives in educating people in the exhibition hall has a particularly obvious impact on educational psychology, especially in terms of will. In order to play a greater role in educating people in the exhibition hall, the Red Art archives need to be fully combined with the theory of educational psychology, which plays an important role in the education of senior officials.

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INFLUENCE OF DYNAMIC MODELING OF GOVERNMENT PUBLIC SERVICE QUALITY EVALUATION SYSTEM ON PEOPLE'S COGNITIVE PSYCHOLOGY

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Background: Since the national development and Reform Commission proposed to “comprehensively improve the quality of public services and enhance people’s sense of access and satisfaction”, the level of government public services has been significantly improved. Compared with the past, the breadth of government public services shows a qualitative breakthrough, but the depth of public service quality still needs to break through the shackles. The sense of mass gain has obvious local color. Enhancing the sense of mass gain is the primary task in the process of development and reform. In the previous system regulations, the main body of the evaluation of the government public service quality is the leading cadres. In order to effectively improve the people’s sense of gain and satisfaction, the main body of the evaluation of the government public service quality is changed to the people. Taking the subjective feeling and positive perception of the people’s sense of gain as the main basis for evaluating the quality of government public services can make the government pay more attention to the vital interests and feelings of the people on the basis of paying attention to the growth of economic data. The people’s feelings about government public services are rich and diverse. From the perspective of cognitive psychology, it can more objectively and accurately analyze people’s subjective experiences such as sense of acquisition or satisfaction. Cognitive psychology is a research direction of psychology. In a broad sense, the main research object of cognitive psychology is people’s advanced psychological process, including perception, attention, memory, representation, thinking, creativity and so on. In a narrow sense, cognitive psychology can be regarded as an information processing psychology, which mainly explores people’s cognitive process, views and attitudes through information processing. The most remarkable research feature of cognitive psychology is to pay attention to the psychological mechanism based on human behavior, and obtain the internal psychological process of the observed object by analyzing the observable surface phenomena. From the perspective of cognitive psychology, the evaluation system of government public service quality can realize dynamic and objective analysis.

Objective: In the actual process of government public service, the service scope and service quality will show some differences. Therefore, the government public service quality evaluation system needs to have strong universality and reliability, and can accurately evaluate the quality of different public services. In order to achieve this goal, this study will build a government public service quality evaluation system from the perspective of cognitive psychology, and realize dynamic modeling and analysis.

Research objects and methods: 158 ordinary people were randomly selected as the research objects in the society. Using the SERVQUAL evaluation model of perceived service quality, different evaluation dimensions were set through cognitive psychology to explore the evaluation results of all subjects on the quality of government public services.

Research design: The SERVQUAL evaluation model of perceived service quality is applied to construct the evaluation indexes of government public service quality in different dimensions, which covers six dimensions: tangibility, correspondence, efficiency, information, empathy and fairness and law-abiding. It includes 21 evaluation indexes such as the modernization of government infrastructure and the reasonable internal layout of government departments, which are expressed from A to U respectively. Give full

consideration to people's sense of acquisition and satisfaction under cognitive psychology. 158 subjects were asked to evaluate 21 evaluation indexes. The evaluation results were determined as satisfactory, average and dissatisfied, which were expressed as 2, 1 and 0 respectively.

Methods: Using Excel and SPSS24.0 to collect and analyze the corresponding evaluation data.

Results: Figure 1 shows the evaluation results of government public service quality based on cognitive psychology. According to Figure 1, 158 subjects are highly satisfied with the quality of government public services, of which only the satisfaction evaluation value of item H is 0, indicating that the people are not satisfied with the evaluation result of the government public services. People choose 7 general evaluation indexes, and their satisfaction evaluation value is 1. The satisfaction evaluation value of the remaining 13 evaluation indicators is 2, indicating that the public is satisfied with the evaluation results of the 13 government public services. This shows that the government public service quality evaluation system based on cognitive psychology has a good dynamic analysis effect, and can accurately analyze the cognitive process and perceived attitude under people's cognitive psychology.

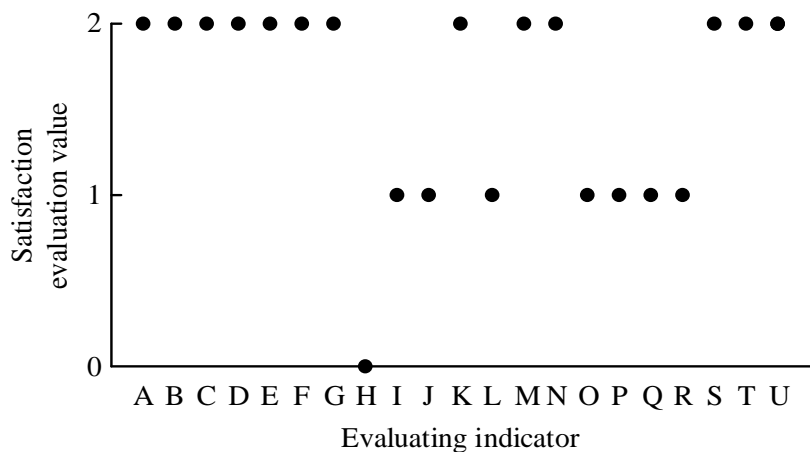


Figure 1. Evaluation results of government public service quality based on cognitive psychology

Conclusions: In cognitive psychology, people's perception process, views and attitudes are the core content of the research, and people's evaluation of government public service quality is mainly based on people's own perception and satisfaction with service quality. The government public service quality evaluation system based on cognitive psychology can fully consider the people's inner will and their satisfaction with government services, and obtain more objective and accurate evaluation results by refining various government public service indicators.

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THE INFLUENCE OF ACCOUNTING COMPUTERIZATION ON TAX INSPECTION UNDER COGNITIVE IMPAIRMENT AND ITS COUNTERMEASURES

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Background: Cognitive impairment is a manifestation of cognitive impairment, which is mainly caused by various external influencing factors or internal pathological factors. When the brain advanced intelligent processing process related to learning, memory and thinking is abnormal, which leads to a series of aphasia, apraxia, learning impairment and memory impairment, it can be judged that an individual has a certain cognitive impairment. There are many types of cognitive impairment, and they are closely related and can affect each other, which greatly hinders the accuracy of diagnosis and the effectiveness of treatment. The basic causes of cognitive impairment have a certain diversity. Brain aging, craniocerebral trauma, cerebrovascular diseases, chronic systemic diseases, mental and psychological states, environmental factors and so on may lead to a great negative impact on the advanced neurological function of individual cerebral cortex, resulting in cognitive impairment of different severity. As a kind of mental disease, the mental state of patients with cognitive impairment is extremely unstable. Patients with cognitive impairment will not only show typical symptoms such as memory impairment, visuospatial impairment,

executive dysfunction and computational impairment, but also may have a series of complications, which will eventually lead to the loss of basic daily living ability of patients. For patients themselves and their families, Are a heavy burden.

In the traditional tax inspection work, the tax inspection clues are all inclusive, including bookkeeping vouchers, statements, account books, original vouchers and other financial account data. Tax inspectors can check the legitimacy, authenticity and accuracy of the data in all account tables through various tax inspection clues and random accounting. Under the positive influence of the rapid development of computer network technology, the traditional tax inspection work has been improved to a certain extent, and the computerized accounting is taken as a powerful means to assist the tax inspection work. Computerized accounting can significantly improve the efficiency and reliability of tax inspection on the basis of getting rid of the manual bookkeeping mode. However, at present, the application of computerized accounting in tax inspection is still in the primary stage, and there are many restrictive factors, including the lagging application of computerized accounting by the majority of tax inspectors, the lack of various original documents reflecting the occurrence of business, and more hidden tax inspection clues. In the context of improving cognitive impairment, it is very important to optimize the application of accounting computerization in tax inspection, which can help the efficient implementation of tax inspection and improve the application effect of accounting computerization.

Objective: To explore the impact of computerized accounting on tax inspection under cognitive impairment, and put forward effective countermeasures according to the problems existing in the daily work of tax inspectors, in order to ensure the smooth development of tax inspection.

Research objects and methods: 20 tax inspectors were randomly selected from four tax inspection centers as the research object, and the impact of accounting computerization on tax inspection under cognitive impairment was analyzed by decision tree algorithm.

Research design: Using canonical correlation analysis (CCA) and mini mental state examination (MMSE), this paper explores the correlation between different influencing factors of accounting computerization and five levels of cognitive impairment of tax inspectors: orientation, memory, attention and calculation, memory and language ability. The influencing factors include the types of accounting computerization software, the concealment of accounting computerization data, the flexibility of accounting computerization account set setting, and the professional level of tax inspectors under accounting computerization. Rank the correlation between different influencing factors and the smooth development of tax inspection, and 0-4 respectively represent the correlation. The larger the value is, the stronger the correlation is.

Methods: This study uses MATLAB software to analyze all experimental data to explore the impact of accounting computerization on the symptoms of cognitive impairment of tax inspectors under cognitive impairment.

Results: It can be seen from Table 1 that the influence rating of three different influencing factors of accounting computerization on the cognitive impairment symptoms of tax inspectors is 3 or 4, which indicates the type of accounting computerization software, the concealment of accounting computerization data, the flexibility of accounting computerization account set setting, and the orientation, memory, attention and calculation, recall ability of the professional level of tax inspectors under accounting computerization on the cognitive impairment of tax inspectors Language ability has a great influence.

Table 1. Influence of cognitive impairment of tax inspectors under three influencing factors

Influence factor	The influence of each evaluation item of cognitive impairment				
	Directional force	Memory	Attention and computational power	Recall ability	Language ability
Types of accounting computerization software	4	4	3	3	4
Concealment of computerized accounting data	3	3	4	4	4
Flexibility of accounting computerization A / C set setting	4	3	4	3	3
Professional level of tax inspectors under Accounting Computerization	3	4	4	4	3

Conclusions: The influence of accounting computerization on tax inspection under cognitive impairment involves many aspects, and the influence is large. This study puts forward corresponding countermeasures after the improvement of cognitive impairment, which can effectively reduce the negative impact and promote the smooth development of tax inspection.

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EVALUATION SCALE AND INTERVENTION EFFECT OF MILD COGNITIVE IMPAIRMENT IN THE ELDERLY

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Background: Cognition refers to the process in which the human brain processes information intelligently to obtain corresponding theoretical knowledge or applied knowledge when receiving various external information. In the whole process of cognition, it will involve learning, memory, emotion, language, execution, thinking, understanding and other complex social behaviors and activities. When the human cerebral cortex is damaged due to various factors, the brain's intelligent processing process will be affected and limited to some extent, resulting in abnormal or damaged cognitive function, and finally leading to cognitive impairment. Cognitive impairment mainly includes three types: perceptual impairment, memory impairment and thinking impairment. The causes are significantly diverse. In addition to organic diseases, mental disorders such as neurasthenia, obsessive-compulsive disorder, mental classification, bipolar disorder, paranoid or reactive psychosis will lead to cognitive impairment. Mild cognitive impairment is the early stage of Alzheimer's disease, which is between normal aging and dementia. Compared with severe cognitive impairment, the disease course of patients with mild cognitive impairment can be slowed down under the intervention measures, and the decline rate of cognitive function can also be controlled to a certain extent. In the process of increasing global aging, the incidence of mild cognitive impairment in the elderly shows a continuous upward trend. However, there is no effective drug to prevent the occurrence of mild cognitive impairment in the current medical field. Therefore, the hot spot of medical research is mainly complementary and alternative therapy, especially homework. For the elderly with mild cognitive impairment, occupational therapy is an effective treatment, which can play a significant effect in improving cognitive impairment and improving the ability of daily living of elderly patients with mild cognitive impairment.

Objective: For the elderly patients with mild cognitive impairment, the reduction of cognitive function will have a great negative impact on their daily life, and it is a heavy burden on the patients themselves and their families. Based on this, it is imperative to accurately evaluate and intervene the mild cognitive impairment of the elderly. This study will conduct an in-depth exploration on the cognitive impairment and its performance of patients, and intervene the course of disease with occupational therapy, in order to alleviate the cognitive impairment of patients and improve their cognitive level and self-care ability.

Research object and method: In four communities, 96 elderly patients with mild cognitive impairment were selected by convenient sampling. The Mini-Mental State Examination (MMSE) was used to evaluate the level of cognitive function and the severity of cognitive impairment. The evaluation indexes of MMSE mainly include five aspects: orientation, memory, memory, language ability, attention and calculation. In the MMSE score evaluation criteria, a score of 24 or above indicates normal. The score is in the range of 13-23 points, indicating mild cognitive impairment. 5-12 points, indicating moderate cognitive impairment; If the score is less than 5, it is severe cognitive impairment.

Research design: All patients were intervened with occupational therapy from five aspects: orientation, memory, memory, language ability, attention and calculation of cognitive impairment. Before and after the intervention, MMSE was used to evaluate the level of cognitive function of all patients.

Methods: Support vector machine was used to classify the evaluation results of patients' cognitive impairment. All measurement data were expressed in the form of mean \pm standard deviation. MATLAB software and Excel software were used for data analysis, and $P < 0.05$ was used as the standard with statistical significance.

Results: Figure 1 shows the intervention effect of occupational therapy in elderly patients with mild cognitive impairment. It can be seen from Figure 1 that before the intervention, the MMSE score level of the tested patients was low, indicating that they were in the state of mild cognitive impairment. After one month of intervention, the MMSE score increased, but the increase was small. After 2 months of intervention, the MMSE score of patients increased significantly to about 22.85. After 3 months of intervention, the increase of MMSE score decreased, but still maintained an upward trend, indicating that the cognitive impairment of patients has been significantly alleviated under the intervention of occupational therapy. The errors of MMSE scores are indicated in Figure 1. Compared with that before the intervention, the difference of MMSE scores at three different time nodes after the intervention was

statistically significant ($P < 0.05$).

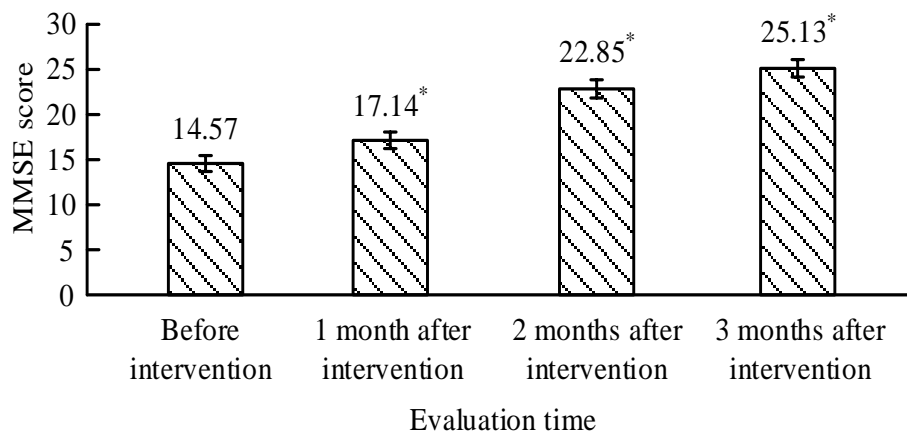


Figure 1. MMSE scores of elderly patients with mild cognitive impairment before and after intervention

Conclusions: The cognitive impairment of the elderly can be effectively alleviated under the intervention of occupational therapy, and the level of cognitive function is significantly improved. Occupational therapy has a good intervention effect, which can enhance patients' self-care ability on the basis of improving their cognitive level. This method can be widely used in the treatment of patients with cognitive impairment.

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THE INFLUENCE OF IDEOLOGICAL AND POLITICAL EDUCATION REFORM ON COLLEGE STUDENTS' EMPLOYMENT AND ENTREPRENEURSHIP ANXIETY

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Background: Modern medicine believes that anxiety is related to genetic factors. Anxiety can be found in the families of patients with anxiety. It is an organic disease with physiological and biochemical abnormalities in the brain, especially in the amygdala, hippocampus, hypothalamus and frontal cortex. The role of other brain structures in the development of anxiety. The physiological changes of anxiety disorder show the overactivity of neural activity as a whole, but these physiological changes are not unique to anxiety disorder, so they may also be the result of the disease rather than the cause. In short, the clinical manifestations of anxiety disorder are chronic anxiety disorders such as tension, excitement of autonomic nerve function and excessive vigilance, accompanied by a series of symptoms such as muscle tension, autonomic nerve disorder and exercise anxiety, which last for a long time. It is generally believed that over compensation for negative emotions can lead to anxiety disorder. With the development of social economy, people's life and work pressure are increasing. The incidence rate of anxiety disorders is also increasing. It should be pointed out that mild anxiety has a positive impact, which can stimulate spirit, improve attention and make talents think quickly. However, excessive anxiety can inhibit the brain and make people confused all day. The anxiety of college students in the upcoming graduation, job hunting or other learning stages of the university is mainly caused by excessive employment pressure, which is called "Employment anxiety". Employment anxiety is the anxiety experienced by college students in the face of employment problems. Employment anxiety is a strong and lasting emotional experience accompanied by physiological changes. At the same time, entrepreneurial anxiety refers to the emotional experience that college students may fail to achieve their initial goals due to entrepreneurial failure when facing entrepreneurial problems after graduation. In other words, entrepreneurial anxiety refers to college graduates' cognitive evaluation of internal and external stimuli in entrepreneurial situations, and the expectation that fuzzy dangerous stimuli inside and outside entrepreneurial situations will threaten themselves and self-esteem, resulting in strong and lasting emotional experience and feeling unable to cope. This is a kind of state anxiety, which will be relieved as the problem is solved. In psychology, mild employment and entrepreneurship anxiety is everyone's normal psychological response. Moderate anxiety will make people feel pressure and urge

graduates to seek work and self-entrepreneurship, but excessive anxiety will interfere with the normal life of college students.

Ideological and political education is not only the primary content of China's spiritual civilization construction, but also one of the main ways to solve social contradictions and problems. Ideological and political education is both important and difficult to do. Especially under the condition of market economy, China's ideological and political work is relatively weak and does not meet the requirements of the development of modern society. There are many reasons for the poor effect of ideological and political work, but one of the important reasons is the long-term neglect of psychological education and training. Psychological education and cultivation are the basis of ideological and political education. Without this foundation, ideological and political education is like rootless duckweed, always drifting on the surface of people's thoughts and cannot go deep. Relevant studies have pointed out that ideological and political education in colleges and universities has an important impact on alleviating college students' employment and entrepreneurship anxiety. It can not only help college students form correct values, but also dredge and overcome the psychological pressure of college employment and entrepreneurship. Therefore, explore the psychological role of ideological and political education in alleviating college students' employment and entrepreneurship anxiety. It has both theoretical and practical value.

Objective: In order to alleviate college students' anxiety about employment and entrepreneurship, this paper constructs a reform model of ideological and political education in colleges and universities based on psychological training, which aims to dredge college students' anxiety about employment and entrepreneurship, so as to point out the direction for college students' graduation life.

Research objects and methods: 300 college students were randomly divided into control group and experimental group, with 150 students in each group. The control group implemented traditional ideological and political education, and the experimental group implemented the reform mode of ideological and political education based on psychological training for 3 months. Then, combined with the Self-rating Anxiety Scale (SAS), the employment and entrepreneurship anxiety of college students is measured. The higher the score, the more serious the anxiety of college students. Finally, the psychological improvement of employment and entrepreneurship anxiety of the two groups of college students are compared and analyzed.

Methods: Complete the data analysis through SPSS23.0 data statistical analysis software.

Results: Table 1 shows the psychological improvement of employment and entrepreneurship anxiety of college students in the two groups. Compared with the control group with routine ideological and political education and the experimental group with the reform mode of psychological training ideological and political education, the psychological improvement of college students' entrepreneurship and employment anxiety is more significant, and there is a statistical difference between the two groups ($P < 0.05$).

Table 1. The psychological improvement of employment and entrepreneurship anxiety of college students in the two groups ($n=300$)

Factor	Control group ($n=150$)	Experience group ($n=150$)	<i>P</i>
Somatization	2.75±0.61	1.66±0.61	0.00
Obsessive compulsive symptoms	2.69±0.59	1.52±0.60	0.00
Interpersonal sensitivity	2.47±0.43	1.39±0.43	0.00
Depressive status	2.54±0.55	1.45±0.56	0.00
Anxiety state	2.36±0.41	1.25±0.43	0.00
Hostile situation	2.44±0.56	1.43±0.57	0.00
Psychological state of terror	2.29±0.42	1.28±0.43	0.00
Paranoid mental state	2.75±0.61	1.66±0.61	0.00
Psychotic	2.69±0.59	1.52±0.60	0.00

Conclusions: The reform mode of ideological and political education based on psychological training has an important impact on alleviating college students' employment and entrepreneurship anxiety. It can not only help college students form correct values, but also dredge and overcome the psychological pressure of college employment and entrepreneurship. Therefore, it can be said that the reform model of ideological and political education based on psychological training has high theoretical and practical value.

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ANALYSIS ON THE INFLUENCE OF THE INTEGRATION MODE OF TRADITIONAL CULTURE EDUCATION AND CHINESE LANGUAGE TEACHING ON COLLEGE STUDENTS' POSITIVE PERSONALITY UNDER EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology is the product of the combination of educational activities and psychology. It is a science to explore the psychological law and teaching law of middle school in the process of education. So far, educational psychology, as a science, has only a hundred years of history and is still a very young science. Educational psychology is a social psychology that studies human learning, the effect of educational intervention, teaching psychology and school organization under the educational situation. The focus of educational psychology is to apply the theory or research results of psychology to education. Educational psychology can be used to design courses, improve teaching methods, promote learning motivation, and help students face various difficulties and challenges in the process of growth. With the increasing attention of education to people's all-round development, educational psychology has shifted from the initial focus on the research of learning psychology and the discussion of learning laws to the cultivation of moral behavior, independent thinking and practical ability. Specifically, educational psychology includes three aspects: first, the characteristics of educators. Educational psychology first needs to understand the characteristics of the executors of the educational process, that is, teachers, and the impact of these characteristics on the teaching process. Every educator has his own set of teaching ideas and methods, and the personality characteristics of educators will also affect the educational process. Second, the characteristics of educational objects. As the object of education, educators must understand the individual characteristics of the object of education and its learning motivation, learning ability and learning habits. Only in this way can education be targeted and play a full role. Third, educational methods. The influence of different educational methods on different subjects and different teaching contents, and how educators cooperate with teaching methods to achieve good teaching results are also the research content of educational psychology. In short, educational psychology has made important achievements in both theory and practice. Therefore, it is worth continuing to expand the application scope of educational psychology. Psychology believes that there are two forces of struggle in everyone's heart: one force is negative and the other force is positive. Anyone of these two forces can defeat who. The key is to see which force the individual is constantly injecting new energy and creating a suitable psychological environment for survival. A good external environment is an important source of personality formation. To construct a good external environment, we can develop people's active behavior ability. One's realistic ability (including one's ability to evaluate one's own behavior, the ability to specify goals, the ability to plan to achieve goals, etc.) is incorporated into the construction of personality and becomes an important force affecting personality. In short, positive personality is very important for the development of college students' mental health.

Chinese traditional culture is a national culture that reflects national characteristics and integrates with the evolution of Chinese civilization. It is the overall expression of various ideological, cultural and conceptual forms in the history of a country. It refers to the cultural heritage created by the Chinese nation and its ancestors in China. It is a culture with distinctive national characteristics, a long history, broad and profound connotation and fine traditions inherited and developed by the Chinese nation from generation to generation. In short, it is the general name of various national civilizations, customs and spirits expressed in different cultural forms. Traditional culture education in colleges and universities is very important for the inheritance and development of Chinese traditional culture. Chinese language teaching in colleges and universities is a subject that studies Chinese vocabulary and syntax, appreciates ancient and modern poetry, prose, novels and other literary works, and is familiar with the basic knowledge of editing and publishing. By learning Chinese and literature, you can have a solid Chinese foundation and strong writing ability, know how to evaluate literary works, and have rich knowledge and excellent humanistic quality. At this stage, the integration of traditional culture education and Chinese language teaching has become an inevitable trend of college education reform. Relevant research points out that the integration of traditional cultural education and Chinese language teaching can not only ensure that students have excellent traditional cultural connotation and literary quality cultivation, but also help students develop their psychological personality. At the same time, educational psychology is mainly committed to exploring people's internal happiness, optimism, gratitude, happiness and other positive and excellent qualities, advocating the appreciation of people's positive energy, and paying attention to people's survival and development and the perfect realization of life value. The idea of educational psychology runs through the whole process of the

integration of traditional cultural education and Chinese language teaching, creates a warm educational atmosphere, actively pays attention to the internal development needs of modern college students, and explores their own virtue and quality, which is conducive to guiding college students to improve their virtue and beauty, and then fully ensure the physical and mental health development of modern college students.

Objective: This paper constructs a psychological intervention model based on the integration of traditional cultural education and Chinese language teaching, which aims to improve college students' positive personality and ensure the all-round development of college students' physical and mental health.

Research objects and methods: 300 college students were selected as the research objects and divided into three groups: the pure traditional culture education group (100), the pure Chinese language teaching group (100), and the experimental group of the integration of traditional culture education and Chinese language teaching (100). The intervention lasted for 1 month. Then, combined with the positive personality scale, the students' positive personality is measured. The higher the score, the more stable the corresponding positive personality is. Finally, the changes of positive personality of the three groups of students are analyzed and compared.

Methods: All data were statistically processed by SPSS22.0.

Results: Table 1 shows the changes of positive personality of college students in the three groups after one month of intervention. It can be seen from Table 1 that the students in the experimental group integrating traditional culture education and Chinese language teaching scored the highest in all dimensions of positive personality, with statistical difference ($P < 0.05$).

Table 1. Changes of positive personality of college students in the three groups after one month of intervention ($n=300$)

Dimensions of college students' positive personality	Pure traditional culture education group ($n=100$)	Simple Chinese language teaching group ($n=100$)	Traditional culture + Chinese language group ($n=100$)
Creativity	3.03±0.61	3.03±0.61	5.97±0.67*#
Curiosity	3.06±0.79	3.06±0.79	5.12±0.77*#
Judgment	3.34±0.76	3.34±0.76	6.38±0.77*#
Studious	3.65±0.81	3.65±0.81	6.51±0.84*#
Insight	3.78±0.66	3.78±0.66	6.72±0.71*#
Brave	4.00±0.59	4.00±0.59	5.95±0.70*#
Insist	3.09±0.65	3.09±0.65	4.28±0.64*#
Sincere	3.09±3.60	3.09±3.60	6.39±0.67*#
Enthusiasm	3.66±0.74	3.66±0.74	6.97±0.64*#
Love	3.56±0.68	3.56±0.68	5.97±0.67*#
Kindhearted	3.77±0.73	3.77±0.73	5.12±0.77*#
Intelligence	3.78±0.69	3.78±0.69	6.38±0.77*#
Team	3.34±0.76	3.15±0.67	5.12±0.77*#
Fair	3.65±0.81	3.03±0.61	6.38±0.77*#
Leadership	3.78±0.66	4.00±0.59	6.51±0.84*#
Tolerant	3.78±0.69	3.03±0.61	6.72±0.71*#
Modest	3.15±0.67	3.06±0.79	6.01±0.62*#
Cautious	3.03±0.61	3.34±0.76	5.97±0.67*#
Autonomy	3.03±0.61	3.65±0.81	5.12±0.77*#
Appreciate	3.06±0.79	3.78±0.66	6.38±0.77*#
Gratitude	3.34±0.76	4.00±0.59	6.51±0.84*#
Hope	3.65±0.81	3.09±0.65	6.72±0.71*#
Humor	3.78±0.66	3.09±3.60	5.95±0.70*#
Faith	4.00±0.59	3.66±0.74	4.28±0.64*#

Note: * $P < 0.05$ compared with traditional culture education group, # $P < 0.05$ compared with Chinese language teaching group.

Conclusions: The teaching mode based on the integration of traditional cultural education and Chinese language teaching based on educational psychology not only has a high degree of consistency, but also can

fully improve the positive personality, and then has important value for students' psychological development, which is worthy of popularization and application in the practice of teaching reform in colleges and universities.

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INTERVENTION OF UYGHUR LEARNING ON COGNITIVE IMPAIRMENT OF COLLEGE STUDENTS

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Background: As a mental disease, cognitive impairment mainly refers to the abnormal processing of human intelligent knowledge, which leads to the disorder of learning and memory function, and leads to the loss of line, cognition, use and other pathological behaviors. The diagnostic criteria of cognitive impairment include normal overall cognitive function, memory impairment and behavior disorder inconsistent with age. The main causes of cognitive impairment are chronic brain injury, chronic systemic diseases and mental and psychological abnormalities, among which mental and psychological abnormalities are the most important. According to the latest research, the number of patients with cognitive impairment in China is increasing year by year, which has a serious negative impact on the patients themselves and their families. Timely intervention for patients with cognitive impairment can actively change their cognitive function, and then it is very important to reduce the quality of life of patients and their families. As a neurocognitive impairment disease, in order to better understand cognitive impairment disease, it is necessary to deepen the understanding of cognitive impairment from the perspective of cognitive type classification. Specifically, cognitive impairment includes two main types: perceptual cognitive impairment and thinking cognitive impairment. For perceptual cognitive impairment, it needs to be clear that perception belongs to the category of human perceptual cognition, which corresponds to the surface understanding of things. When people have perceptual and cognitive impairment, they usually cannot understand the surface laws of things, and directly lead to doubt and fear of the common-sense world, which is reflected in the physiological level: the sensory threshold of the body is reduced, and they are aware of their own breathing, blood pressure, heartbeat, gastrointestinal peristalsis, posture and posture. At the same time, they are highly sensitive to environmental stimuli, especially those regarded as threats by patients. In short, perceptual cognitive impairment only needs to trigger psychosomatic response according to the individual characteristics of its external image, without more contact with the thing itself. For thinking cognitive impairment, it needs to be clear that compared with perceptual cognition, thinking belongs to higher-level cognitive activities, including basic cognitive processes such as analysis, synthesis and comparison of things. Patients with thinking and cognitive impairment can self-confirm that they have cognitive impairment because they have a stable conceptual basis. However, the negative effect is that patients will form strong subjective bias because of their own concept cognition, resulting in patients falling into self-panic. Once there is a little physical or psychological reaction, they will deny their treatment effect and think that their old problems are very complex. In short, patients with thinking and cognitive impairment often have no "sense of normality" and always think they are ill, which brings great psychological pressure to themselves and great challenges to clinical treatment. In recent years, many researchers at home and abroad have conducted intervention research on mild cognitive impairment. The intervention measures mainly include nutrition intervention, drug intervention, physical exercise, cognitive training, traditional Chinese medicine and acupuncture intervention. However, both in theory and in practice, we should actively expand the intervention measures for the treatment of cognitive impairment.

Relevant studies have pointed out that the main characteristics of Uighur pronunciation include pronunciation, intonation, stress and rhythm, which makes Russian spelling simple, catchy, clear, smooth and powerful. When learners make progress in reading aloud and feel that they are reading correctly, they will have a sense of beauty, which plays an important role in enlightening people's mood and soul. In view of this, this study designed a cognitive impairment treatment model based on Uighur language learning, which aims to alleviate students' cognitive impairment through Uighur language learning, and then provide a new intervention model for the clinical treatment of cognitive impairment.

Objective: A cognitive impairment treatment model based on Uyghur learning is designed to alleviate students' cognitive impairment and promote the all-round development of college students' physical and mental health.

Research objects and methods: 300 college students were randomly divided into control group and

experimental group, with 150 students in each group. The measurement of students' cognitive impairment was carried out in combination with Montreal Cognitive Assessment scale (MoCA). The scale includes 7 factors: executive ability, naming ability, attention, language ability, abstract ability, delayed recall the higher the score of orientation ability, the better the cognitive function. Among them, the control group adopted the conventional psychological intervention mode, and the experimental group added Uyghur learning content on the basis of the conventional psychological intervention mode. The intervention cycle was 3 months. The improvement of cognitive impairment of college students in the two groups was compared and analyzed.

Methods: Data through SPSS23.0 statistical analysis software is completed.

Results: Table 1 shows the improvement of cognitive impairment of college students in the two groups after 3 months of intervention. It can be seen from Table 1 that compared with the control group with routine psychological intervention, the experimental group with cognitive impairment treatment mode based on Uyghur learning has a better effect on Improving college students' psychological cognitive impairment, and there is a statistical difference between the two groups ($P < 0.05$).

Table 1. The improvement of cognitive impairment of college students in the two groups after 3 months of intervention ($n=300$)

Factor	Control group ($n=150$)	Experience group ($n=150$)	<i>P</i>
Executive ability	2.54±0.55	4.62±0.58	<0.05
Naming ability	2.36±0.41	4.66±0.61	<0.05
Attention	2.69±0.59	4.52±0.60	<0.05
Language ability	2.47±0.43	4.62±0.58	<0.05
Abstract ability	2.54±0.55	4.66±0.61	<0.05
Delayed recall	2.54±0.55	4.52±0.60	<0.05
Orientation ability	2.36±0.41	4.62±0.58	<0.05

Conclusions: The cognitive impairment treatment model based on Uyghur learning not only effectively improves the cognitive impairment of college students, but also enriches and expands the intervention measures for the treatment of cognitive impairment.

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THE CULTURAL MEANING OF CHINESE COLOR WORDS UNDER COGNITIVE IMPAIRMENT AND ITS EXPRESSION IN UYGHUR

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Background: As a mental disease, cognitive impairment mainly refers to the disorder of learning and memory function caused by abnormal processing of human intelligent knowledge, and leads to pathological behaviors such as loss of line, recognition and use. The diagnostic criteria of cognitive impairment include normal overall cognitive function, main complaints of memory impairment and behavioral disorders inconsistent with age. The main causes of cognitive impairment are chronic brain injury, chronic systemic diseases and mental and psychological abnormalities, among which mental and psychological abnormalities are the most important. According to the latest research, the number of patients with cognitive impairment in China is increasing year by year, which has a serious negative impact on the patients themselves and their families. Timely intervention for patients with cognitive impairment can actively change their cognitive function, and then it is very important to reduce the quality of life of patients and their families. In recent years, many researchers at home and abroad have conducted intervention research on mild cognitive impairment. The intervention measures mainly include nutrition intervention, drug intervention, physical exercise, cognitive training, traditional Chinese medicine and acupuncture intervention. In short, cognition is an intelligent processing process of acquiring knowledge through a series of random, psychological and social behaviors such as learning, memory, language, thinking, spirit and emotion. Cognitive impairment refers to the abnormality of the brain's advanced intelligent processing process in all these processes, resulting in the changes of thinking, spirit, emotion and judgment. At present, the research of cognitive impairment mainly focuses on the field of medicine. However, matching the performance of medical

cognitive impairment with the cultural meaning of Chinese color words and their expression in Uyghur, and exploring the strategies and methods to solve the problem is an effective way to solve the cognitive impairment of Uyghur learning. At the same time, it has theoretical and practical significance for the application and development of the cultural meaning of Chinese color words.

The function of color words is closely related to national psychology and human emotion. The same color may cause different associations and have different symbolic meanings in the minds of different nationalities. This has a long history and tradition, which is the result of the role of national character. Of course, there is the same situation, which is the result of the interaction and mutual infiltration of human culture. For the concept of basic color, Han and Uygur are basically the same, but for a certain color, due to the constraints of national culture, there will be different reference ranges and show differences. In short, each language has color words, and each nation has its own color word system. Different nationalities have great differences in the cognition and expression of the same color words. A comparative study of color words in Chinese and Uyghur will help to explore their universality and national characteristics, contribute to the exchange of Chinese and Uyghur language and culture, and improve the unbalanced distribution of color words, which has certain theoretical and practical significance for the teaching of color words in Chinese and Uyghur.

Objective: In order to effectively improve the common cognitive impairment of college students in Uyghur language learning, based on the theories and methods of comparative linguistics, this study analyzes the cultural meaning of Chinese color words and their expression in Uyghur language, and intervenes students' Uyghur language learning by distinguishing the similarities and differences between the color words of the two language families, so as to solve the problem of cognitive impairment encountered by students in Uyghur language learning.

Research objects and methods: 300 Uyghur learning students were selected as the research object, and the measurement of students' cognitive impairment was carried out in combination with the Montreal Cognitive Assessment scale (MoCA). The scale includes seven factors: executive ability, naming ability, attention, language ability, abstract ability, delayed recall and orientation ability. The higher the score, the better the cognitive function. Then, based on the analysis of the cultural meaning of Chinese color words and their expression role in Uyghur, the students are intervened in Uyghur learning, and the intervention period is 6 months. Finally, the improvement of students' cognitive impairment in Uyghur learning before and after the intervention is compared and analyzed.

Methods: Data through SPSS23.0 statistical analysis software is completed.

Results: Table 1 shows the improvement of students' cognitive impairment in Uyghur learning before and after the intervention. It can be seen from Table 1 that compared with before the intervention, based on the analysis of the cultural meaning of Chinese color words and their expression in Uyghur, the cognitive impairment of students' Uyghur learning has been improved after the intervention, with a statistical difference ($P < 0.05$).

Table 1. Improvement of students' cognitive impairment in Uyghur learning before and after intervention ($n=300$)

Factor	Before intervention	Intervention 3 months	Intervention 6 months
Executive ability	1.28±0.43	3.54±0.55*	4.62±0.58*
Naming ability	1.66±0.61	3.36±0.41*	4.66±0.61*
Attention	1.52±0.60	3.69±0.59*	4.52±0.60*
Language ability	1.45±0.56	3.54±0.55*	4.39±0.43*
Abstract ability	1.28±0.43	3.36±0.41*	4.45±0.56*
Delayed recall	1.66±0.61	3.69±0.59*	4.62±0.58*
Orientation ability	1.52±0.60	3.54±0.55*	4.66±0.61*

Note: * $P < 0.05$ compared with that before intervention.

Conclusions: Based on the analysis of the cultural meaning of Chinese color words and their expression in Uyghur, the cognitive impairment of students' Uyghur learning has been improved. Therefore, it can be said that analyzing the cultural meaning of Chinese color words and their expression in Uyghur, and intervening students' Uyghur learning by distinguishing the similarities and differences between the color words of the two language families can effectively improve students' cognitive impairment in Uyghur learning, and then it is of great significance to students' psychological development in the process of Uyghur learning.

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THE POSITIVE INFLUENCE OF THE REFORM AND POLICY DEVELOPMENT OF MUSIC EDUCATION IN COLLEGES AND UNIVERSITIES ON STUDENTS' COGNITIVE IMPAIRMENT

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Background: As a psychological disease, cognitive impairment develops from the perspective of psychological disease. In essence, cognitive impairment can be attributed to a kind of neurocognitive impairment, which is mainly manifested in many levels of psychological disorders, such as thinking, perception, memory, learning and so on. In the field of medicine, cognitive impairment mainly includes six kinds: social cognition, complex attention, language, perceptual motor function, learning and memory, and executive function. Mild cognitive impairment is characterized by wandering, anxiety, depression, forgetfulness, memory and attention loss. Moderate cognitive impairment is characterized by further deterioration of cognitive ability. Patients are characterized by large emotional fluctuations, paranoia, anxiety, reduced ability of understanding and language expression, and reduced resolution of objective things such as time. Severe cognitive impairment develops further from moderate cognition. Patients show a decline in overall function and develop dementia, which will lead to delusion, indifference, lack of self-care ability and so on. However, as a mental disease, cognitive impairment does not have more significant external manifestations than the traditional psychological, emotional, behavioral and physical disorders. On the contrary, cognitive impairment is the concept of maladaptation caused by maladaptive cognition, and its clinical manifestations are more recessive. Moreover, because the function of the brain is complex, different types of cognitive impairment are interrelated, that is, cognitive problems in one aspect may lead to cognitive abnormalities in another or more aspects. Therefore, cognitive impairment is one of the most difficult problems in the diagnosis and treatment of brain diseases. In short, there is no unified diagnosis and treatment plan and method for patients with cognitive impairment at this stage. We should actively explore new ideas and directions for the treatment of patients with cognitive impairment.

Music education majors cultivate professionals with good music literacy and teaching ability to meet the needs of the construction of socialist market economy and the development of educational reform. Through the study of this major, we can meet the requirements of teachers' professional development, systematically master the basic theories and methods of music education, have the ability to analyze, solve practical problems and carry out teaching research by using the learned knowledge, and be able to engage in the education and teaching work after the new curriculum reform of music education in primary and secondary schools. Aesthetic education refers to the education of cultivating students' ability to understand, love and create beauty, which is also called aesthetic education or aesthetic education. It is an indispensable part of quality education. The aesthetic education in China's socialist schools serves the construction of socialist spiritual civilization and the cultivation of students' spiritual beauty and behavioral beauty. Aesthetic education can promote the all-round development of students' morality, intelligence and physique. It can improve students' thinking ability and cultivate students' moral sentiment. It can enrich students' knowledge and develop their intelligence. It can improve people's physical and mental health and improve the quality of sports. It can encourage students to love work, love working people and carry out creative work. Relevant studies have pointed out that college music education based on aesthetic education plays an important role in alleviating the symptoms of patients with cognitive impairment, that is, by excavating the spiritual beauty and behavioral beauty in music art, it can improve the physical and mental health of patients with cognitive impairment, so as to play the effect of treating cognitive impairment diseases.

Objective: This paper constructs a college music teaching intervention model for aesthetic education, which aims to expand the content of psychological intervention into college music reform and policies, so as to provide a new idea for the treatment of cognitive impairment.

Research objects and methods: 200 patients with cognitive impairment were selected as the research object, and the measurement of students' cognitive impairment was carried out in combination with Montreal Cognitive Assessment Scale (MoCA). The scale includes 7 factors. The higher the score, the better the cognitive function. The intervention mode of college music teaching for aesthetic education was adopted, and the symptoms of patients with cognitive impairment were compared after the intervention for 6 months.

Methods: Use Excel software to complete data analysis.

Results: Table 1 shows the improvement of symptoms in patients with cognitive impairment after 6 months of intervention. It can be seen from Table 1 that compared with before the intervention, after the intervention of the college music teaching intervention model for aesthetic education, the symptoms of

patients with cognitive impairment improved significantly, and there was a statistical difference before and after the intervention ($P < 0.05$).

Table 1. Improvement of symptoms in patients with cognitive impairment after 6 months of intervention ($n=200$)

Factor	Before intervention ($n=100$)	After intervention ($n=100$)	<i>P</i>
Executive ability	2.47±0.43	4.66±0.61	0.00
Naming ability	2.54±0.55	4.52±0.60	0.00
Attention	2.36±0.41	4.39±0.43	0.00
Language ability	2.69±0.59	4.45±0.56	0.00
Abstract ability	2.47±0.43	4.66±0.61	0.00
Delayed recall	2.54±0.55	4.52±0.60	0.00
Orientation ability	2.36±0.41	4.39±0.43	0.00

Conclusions: The college music teaching intervention model for aesthetic education can significantly improve the symptoms of patients with cognitive impairment, and then has important value and significance for clinical treatment of cognitive impairment diseases.

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STUDY ON THE COUPLING AND COORDINATION BETWEEN CONSUMER ANXIETY AND HIGH-QUALITY DEVELOPMENT OF ENVIRONMENTAL ECONOMY

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Background: According to the relevant research of psychology, anxiety psychology is a common negative psychological emotion in society. Generally speaking, the changes of inherent attributes in the environment or the activities of surrounding groups will cause psychological anxiety to a certain extent. Psychological anxiety is the most common negative psychological emotion. The common clinical symptoms are anxiety, anxiety and depression. Patients with severe anxiety disorder will gradually turn their anxiety into paranoia and appear the illusion of persecution. The existence of anxiety psychology seriously endangers people's physical and mental health. With the continuous development of social life, all walks of life began to gradually promote the product design process in order to meet the needs of consumers. In order to meet the needs of consumers for the tourism environment, the tourism industry also gradually began to pay attention to the surrounding environment. However, it is undeniable that with the development of tourism, the emergence of various new products and new landscapes has also caused consumers to have anxiety and affected consumers' shopping behavior. The anxiety psychology of consumers is the anxiety emotion generated by consumers before and during consumption. The anxiety psychology before consumption is mainly manifested in distrust of products. Patients have shopping anxiety and fear that the products they buy cannot meet their own needs. Anxiety in consumption is that patients are unwilling to follow-up consumption after selecting the products they need, which leads to patients' preference for products on the one hand and questioning of consumption behavior on the other hand, resulting in consumption anxiety. At present, the treatment of anxiety psychology is only to alleviate the negative emotions of patients through psychological induction. In the face of consumers' anxiety psychology, some studies have proposed to realize the treatment of consumers' anxiety psychology through environmental change and social development.

Under the influence of consumers' anxiety, the sales volume of tourism related products in the tourism industry began to decrease gradually. Therefore, in order to improve this situation, the tourism industry began to pay attention to the ecological environment security of scenic spots, hoping to alleviate consumers' psychological anxiety and achieve economic growth through the improvement of ecological environment. Under the influence of national strategic layout and social development, each scenic spot

began to expand its regional area, but it also caused great damage to the ecological environment, affected consumers' consumption psychology, and caused consumers' anxiety. Therefore, it is particularly important to study the coupling and coordination between consumers' anxiety psychology and the high-quality development of environmental economy. There are few studies on the coordinated development of consumer anxiety psychology and environmental economy, and most of them are oriented to a wide range of comprehensive development. Under the background of national high-quality development, exploring the coupling and coordination process between small-scale consumer psychology and environmental economic development can help improve the literature demand of China's economic development. Therefore, this study explores the objective reality of the coordinated development of consumer anxiety psychology and high-quality environmental economy, and puts forward efficient and coordinated development strategies in order to alleviate consumer anxiety and promote China's economic development.

Objective: Explore the psychological anxiety of consumers in tourism, analyze the correlation between consumer anxiety and the environmental and economic development of scenic spots, put forward the high-quality coupling development path of consumer anxiety and environmental economy, and put forward the scheme and measures to alleviate consumer anxiety.

Study design: The research takes an ecological scenic spot in Southwest China as the object, counts the economic development of the ecological scenic spot from 2018 to 2021, and counts the anxiety psychology of consumers in the scenic spot during this period. The evaluation index system is constructed, the entropy method is used to determine the weight of the index, and the coupled co scheduling model is constructed to measure the coupled co scheduling of consumer anxiety and high-quality development of environmental economy.

Results: The coupling coordination degree between consumer anxiety and high-quality development of environmental economy from 2018 to 2021 is shown in Table 1. The coupling degree between 0.8-1.0 indicates very strong coupling, between 0.6-0.8 indicates strong coupling, between 0.4-0.6 indicates moderate coupling, between 0.2-0.4 indicates if coupling and between 0-0.2 indicates very weak coupling. Table 1 shows that with the increase of time, the coupling degree between consumers' anxiety, anxiety and high-quality development of environmental economy gradually increases, and finally reaches more than 0.6 in 2021, which is a strong coupling.

Table 1. Change of coupling degree between consumer anxiety and high-quality development of environmental economy

Project	2018	2019	2020	2021
Impatience-environmental and economic development	0.31	0.45	0.57	0.63
Unrest-environmental and economic development	0.29	0.44	0.53	0.61

Conclusions: With social and economic development, consumer anxiety has gradually become the norm in society. In the development of tourism, the change of ecological environment leads to the aggravation of consumer anxiety, which affects the economic development of scenic spots. Therefore, it is of great significance to analyze the coupling relationship between consumer anxiety and the environmental economic development of scenic spots. In the study, the anxiety psychology of consumers in tourism is analyzed, the economic development of scenic spots is counted, the evaluation index system is constructed, and the coupling degree is calculated. The results show that there is a strong coupling between consumers' anxiety psychology and the high-quality development of environmental ecological economy. Therefore, in order to ensure the stable development of social economy and stabilize consumers' anxiety psychology, it is of great significance. The reconstruction of ecological environment is needed to meet the psychological needs of consumers, alleviate consumers' anxiety, and finally realize the high-quality development of China's economy.

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THE CONNOTATION OF SOCIAL PSYCHOLOGY IN THE RISK ASSESSMENT OF RETURNING TO POVERTY AFTER TOURISM

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Background: Social psychology is scientific research that analyzes psychological activities from the

social nature. In social psychology, it mainly studies the communication psychology among social individuals, groups and organizations. In social psychology, social representation is the guarantee that determines the development of social communication. According to the research content of social psychology, social representation can help individuals have a clearer understanding ability in social communication. In addition, social psychology shows that social representation can help the specific analysis of a specific phenomenon in social communication and increase the ability of communication and interaction between societies. From the perspective of social psychology, the communication between all sectors of society has intensified, which has also promoted the social and economic development to a certain extent. Under the guidance of social psychology, the development speed of tourism is obvious. The reason is that people are more willing to enjoy life because of the improvement of the national economy. The visual pleasure brought by tourism can effectively help people experience life. Driven by social psychology, tourism has become the main way of social communication. With the help of social psychology, the communication between tourists and scenic spot residents has become more and more frequent, and social channels have been formed, which has brought poor areas out of poverty. However, social psychology also believes that the long-term conduct of social activities will lead to social fatigue of individuals or groups in the social environment, which will lead to a certain social disconnection after tourism out of poverty, resulting in the risk of returning to poverty.

Anti-poverty has always been an issue of close concern in China's social development. As one of the important ways and means to help rural areas get rid of poverty, rural tourism has been gradually implemented in many rural areas. After years of development, under the mode of rural tourism, rural areas have been getting rid of poverty and reaching the standard of getting rid of poverty. However, it is undeniable that most rural areas can reach the poverty alleviation standard with the support of tourism, but there is still a certain risk of returning to poverty. The risk of returning to poverty refers to the risk of returning to poverty after getting rid of poverty. In rural tourism, some studies have proposed that rural areas are prone to blood loss, desensitization and transfer. In the study, it is considered that after rural tourism gets rid of poverty, it is easy to reduce the risk of returning to poverty under the influence of tourists. In addition, due to the lack of tourists, social exchanges are reduced, and the countryside is unable to accept the latest news, resulting in desensitization and poverty. In social psychology, it is believed that tourism is the flow of people driven by psychological activities, and that rural tourism will change its role in social communication, which will lead to the failure of self-regulation within the countryside and lead to the transfer of poverty. In order to better understand the connotation of social psychology in social activities, the research starts with the analysis of the return to poverty risk assessment after tourism is lifted out of poverty, and analyzes the path of social psychology in the return to poverty assessment, so as to provide reference for rural tourism to lift out of poverty for a long time.

Objective: Explore the relevant contents of social psychology in rural tourism, and explore the impact of social activities on social psychology based on the connotation of social psychology in the risk assessment of returning to poverty after rural tourism gets rid of poverty.

Study design: This paper analyzes the social psychology in rural tourism, constructs the rural tourism return to poverty risk evaluation model from the perspective of social psychology by using the fuzzy evaluation method, takes the rural tourism return to poverty risk in a certain area of China as the research object, and selects tourists, group organizations and scenic spot employees in Tourism development as the evaluation subject. Using Excel statistical evaluation data and MATLAB to analyze all the data, get the risk value of poverty return in the region, judge the risk of local poverty return, and finally get the social and psychological changes of tourists, group organizations and employees in scenic spots in the risk of poverty return.

Results: The psychosocial changes such as self-identity, others' identity and social identity of tourists, group organizations and scenic spot employees are analyzed, as shown in Table 1. Table 1 shows that as the time in the risk assessment gradually pushes back, the proportion of self-identity, others' identity and social identity among tourists, group organizations and scenic spot employees shows a phenomenon of continuous improvement.

Table 1. Psychosocial changes in risk assessment

Project	First year (%)	The second year (%)	The third year (%)	The fourth year (%)
Self-identity	42.2	49.8	62.7	75.3
Others' identity	46.2	59.8	64.7	69.3
Social identity	47.5	49.6	52.3	73.6

Conclusions: Social psychology is widely used. In rural development, tourism, as an important measure of economic development, contains a very rich content of social psychology. Therefore, in order to

understand the connotation of social psychology in social activities, the study takes the return to poverty risk assessment of tourism as the research means, and analyzes the changes of social psychology in the process of constructing a fuzzy evaluation model to evaluate the return to poverty risk of rural tourism in an area. The results show that in the risk assessment of returning to poverty, the number of self-identity, others' identity and social identity of tourists, group organizations and scenic spot employees is increasing, indicating that the social psychology of people will also change in the change of social activities. Therefore, in order to promote China's economic development, it is necessary to analyze the social and psychological changes in social activities, so as to provide reference basis for risk assessment in economic development.

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RESEARCH ON THE PATH OF INTEGRATING CHINESE TRADITIONAL CULTURE INTO IDEOLOGICAL AND POLITICAL EDUCATION IN COLLEGES AND UNIVERSITIES FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology is a type of psychology proposed according to the current situation of education. The purpose of educational psychology is to use students' psychology to solve the problems of traditional teaching schemes in innovative design. Educational psychology believes that in Teachers' teaching, students' learning behavior and teachers' teaching behavior are affected by psychological activities. Under the subjective concept of teaching psychology, it is considered that the design of teaching methods needs to pay attention to the changes of students' learning behavior at all times, so as to analyze the changes of students' psychological activities. Broadly speaking, using psychological analysis, educational psychology can be divided into pedagogy and psychology, combined with the teaching practice in pedagogy theory and the characteristics of teachers' and students' learning psychological activities in psychological theory. In educational psychology, pedagogy and psychology integrate and influence each other. Teachers' teaching plans are formulated according to students' psychological activities, and students' psychological activities are affected by teachers' teaching plans. With the needs of social development, the research objects of educational psychology also began to increase. From previous studies, we can know that early educational psychology focused on students' psychology and students' behavior, and focused on the cultivation of students' professional knowledge by using students' psychology. With the change of the concept of social education, college education will focus on the cultivation of students' all-round comprehensive quality, that is, the cultivation of students' life values. So far, from the perspective of college teaching, educational psychology has gradually been used in the ideological and political cultivation of students.

In the ideological and political education in colleges and universities, teachers continue to try different teaching schemes to adapt to the changes of students' thoughts. With the increasing attention to traditional culture in China, students can receive more and more cultural shocks. On this basis, college ideological and political teachers began to focus on Chinese traditional culture, aiming to improve the value training system in Ideological and political teaching with the help of the cultural spirit and thought in traditional culture, so as to reshape and improve the students' thought. Chinese traditional culture is an important spiritual heritage in China. In China's Millennium inheritance, traditional culture, as an important spiritual food, continues to affect the development of the Chinese nation. Therefore, taking traditional culture as a key part of daily teaching can help protect and inherit traditional culture to a certain extent. In the ideological and political education in colleges and universities, the cases of teachers integrating traditional culture into them also began to increase, but a large number of teaching practice can not only analyze the specific role of traditional culture in ideological and political education, but also know its specific impact on students' thought. Therefore, from the perspective of educational psychology, the research takes students' thoughts as the main object and integrates traditional culture into ideological and political teaching, in order to

improve students' learning mood and achieve the purpose of cultural inheritance.

Objective: To explore the psychological changes of students in ideological and political education in colleges and universities is to analyze the impact of the innovative scheme of ideological and political education on students' psychology, analyze the application mode of traditional culture in the construction of the innovative scheme of ideological and political education, and explore its impact on students' psychology.

Study design: Taking a university as an example, two ideological and political majors in colleges and universities were randomly selected for a control experiment. The analytic hierarchy process is used to select the traditional cultural content that has a significant impact on students' thought, and it is applied to different parts of the ideological and political education program according to the weight of each cultural content index. The class with innovative teaching scheme will be positioned as the experimental class, and the class under traditional teaching will be positioned as the control class. The number of students with positive psychology will be evaluated before and after teaching, and the comparison between classes will be made. The teaching time is 12 months. SPSS22.0 statistical analysis of student evaluation data, with $P < 0.05$ as statistically significant.

Results: The changes and comparison of the number of students with positive psychology in the experimental class and the control class before and after teaching are shown in Table 1. Table 1 shows that after teaching, the number of students with positive psychology in both classes increased, but it can also be seen that the growth rate of the number of students in the experimental class before and after teaching was significantly higher than that in the control class.

Table 1. Changes in the number of students with positive psychology in two classes

	Group	Before teaching	After teaching	<i>P</i>
Positive psychology	Experimental class ($n=102$)	27	91	<0.05
	Control class ($n=100$)	25	59	<0.05
	<i>P</i>	>0.05	<0.05	-

Conclusions: Ideological and political education in colleges and universities is the main course to cultivate students' correct values. The focus of ideological and political teaching is to awaken students' positive psychology to promote students' learning. Traditional culture is introduced to improve the ideological and political education program in colleges and universities, and the feasibility of the program is evaluated by comparing the number of students with positive psychology in the classes before and after teaching. The results show that after teaching, the number of positive psychology students in the ideological and political teaching experimental class introducing traditional culture increases rapidly, which is significantly higher than that in the control class. Therefore, in the ideological and political teaching in colleges and universities, we can appropriately consider taking Chinese traditional culture as the teaching content to help students expand their ideas, protect the cultural inheritance and improve students' positive psychology of learning.

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THE DEVELOPMENT DIRECTION AND ENERGY SUPPLY MODE OF PURE ELECTRIC VEHICLE UNDER THE BACKGROUND OF COGNITIVE IMPAIRMENT

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Background: With the development of economy and the rapid consumption of resources, the problem of environmental protection is becoming more and more serious. In this context, green, clean and environmentally friendly pure electric vehicles began to rise and develop rapidly. However, limited to the technical level, the energy supply and development of pure electric vehicles in China are not ideal. Due to the inability to accurately predict the market, some pure electric vehicle enterprises have suffered losses all year round, resulting in the management of some pure electric vehicle enterprises falling into anxiety and depression for a long time, which leads to cognitive impairment. Cognition refers to the process that

the brain processes the acquired information and skills intelligently. In the process of cognition, it will involve a series of complex social behaviors and activities such as learning, memory, emotion, thinking and so on. When the human cerebral cortex is damaged by various factors, the brain's intelligent processing process will be limited and abnormal, which will lead to cognitive impairment. The learning, memory and life of patients with cognitive impairment will be affected, which reduces the quality of life of patients and is not conducive to the harmonious development of society. Therefore, finding appropriate methods to treat cognitive impairment is of great significance to patients themselves and social development.

Cognitive psychology is a branch of psychology that began to rise in 1950. It mainly studies human advanced psychological processes, such as attention, perception and so on. The orientation of cognitive psychology focuses on the mode of thinking and reasoning by using cognition. Cognitive psychology is an important school of contemporary psychological research. It explains how people deal with information in cognitive activities. The basic principles of cognitive psychology mainly include five points: emphasizing the structural and organizational principles in the process of cognition; Emphasize the internal process, that is, the processing of symbol information; Emphasize the driving role of ideas; Emphasize the role of cognitive feedback; Emphasize the individual differences of cognitive style. Based on cognitive psychology, this study studies the cognitive and psychological process of the management of pure electric vehicle enterprises, in order to analyze the development direction and energy supply mode of pure electric vehicles, and the factors leading to the cognitive impairment of the management of pure electric vehicle enterprises. The Apriori algorithm is used to build a data mining model to mine valuable information from a large amount of data, so as to improve the utilization efficiency of information, accurately predict the market, improve the sales volume of pure electric vehicles, and then alleviate the cognitive barrier of management.

Objective: Limited to the technical level, the energy supply and development of pure electric vehicles in China are not ideal. Some pure electric vehicle enterprises have suffered losses all year round, resulting in the management of some pure electric vehicle enterprises falling into anxiety and depression for a long time, which leads to cognitive impairment. Based on cognitive psychology, this study studies the cognition and psychological process of the management of pure electric vehicle enterprises, in order to analyze the development direction and energy supply mode of pure electric vehicles, the factors leading to the cognitive impairment of the management of pure electric vehicle enterprises, and then carry out targeted intervention treatment to alleviate the cognitive impairment of the management.

Research objects and methods: 60 management personnel from 18 pure electric vehicle enterprises are selected as the research object, and the Apriori algorithm is used to mine the database of the above enterprises. Self-rating Anxiety Scale (SAS) was used to evaluate the anxiety level of the subjects, and Mini-Mental State Examination (MMSE) and mental health part of 36-Item Short Form Survey (SF-36) were used to evaluate the degree of cognitive impairment.

Research design: Using random number table method, 60 subjects were randomly divided into study group and control group, with 30 people in each group. The research group adopts the data mining model based on Apriori algorithm for data mining, and then carries out market analysis; The control group used the traditional market analysis method. After a period of time, the cognitive impairment and anxiety levels of the two groups were compared.

Methods: The software SPSS17.0 and excel were used to count and analyze the relevant data.

Results: The degree of cognitive impairment decreased significantly after 4 months in the study group ($P < 0.05$). There was no significant change in the control group ($P > 0.05$), and it was significantly lower than that in the study group ($P < 0.05$), as shown in Table 1.

Table 1. Changes in the degree of cognitive impairment between the two groups

Timing	MMSE Score		<i>t</i>	<i>P</i>
	Research group	Control group		
Before work	11.4±5.5	11.3±5.2	0.254	0.671
After work	26.4±2.4	12.2±4.0	6.673	0.035
<i>t</i>	7.643	0.361	-	-
<i>P</i>	0.001	0.412	-	-

Conclusions: The pure electric vehicle with clean and environmental protection power resources as fuel instead of traditional fossil fuel can effectively solve the pollution problem of automobile exhaust, so it has attracted the attention of people from all walks of life. Limited to the technical level, the energy supply and development of pure electric vehicles in China are not ideal. Some pure electric vehicle enterprises have suffered losses all year round, resulting in the management of some pure electric vehicle enterprises falling into anxiety and depression for a long time, which leads to cognitive impairment. Based on cognitive psychology, the research uses Apriori algorithm to mine the data of pure electric vehicle enterprises, and

then analyzes the development direction and energy supply mode of pure electric vehicles, the factors that lead to the cognitive impairment of the management of pure electric vehicle enterprises, and then carries out targeted intervention to alleviate the cognitive impairment of the management.

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OBSTACLES AND COUNTERMEASURES IN ORAL ENGLISH COMMUNICATION UNDER THE BACKGROUND OF HAINAN FREE TRADE ZONE

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Background: Free trade zones, or free trade zones, refer to the free flow of goods between member states that have signed free trade agreements without tax and quantitative restrictions, which can greatly promote economic development. In 2018, China's Hainan Province began to build a pilot Free Trade Zone in an all-round way. In this context, Hainan has frequented economic and cultural exchanges with foreign countries, and oral English communication is also very common. Therefore, the demand for talents who master English skills in the UK has also increased greatly, and more and more attention has been paid to the English level of students. However, due to the problems of low teaching quality, limited English level, low psychological quality and limited thinking logic, students often have communication obstacles in oral English communication. Oral English communication disorder will lead to the impairment of students' self-confidence, resulting in negative emotions such as anxiety, resulting in students' learning weariness and affecting students' personal development and growth. Moderate anxiety can help students concentrate, so that they can study more attentively and hard, and then improve their academic performance. However, when the degree of anxiety is too high and lasts too long, students' physical and mental health will be damaged, students' interest in learning will decline, and even weariness will appear, which will greatly affect students' normal study and life. Therefore, it is necessary to put forward strategies based on educational psychology to solve the problem of students' oral English communication obstacles, so as to alleviate students' anxiety.

Educational psychology is a branch of psychology. Its main research direction is the learning effect of students, the effect of teaching intervention, the teaching psychology of teachers and the social psychology of school organization under the educational situation. Educational psychology is to apply psychological theory to education, so as to improve teaching methods, improve students' learning enthusiasm, and help students solve various problems in the process of learning and growth. Educational psychology has important applications in teaching design, teaching mode improvement, promoting students' learning motivation and helping students overcome psychological problems. Through educational psychology, teachers can have a deeper understanding of students, improve the pertinence of teaching, adjust teaching methods and teaching methods, and improve teaching quality. Based on educational psychology, this study analyzes the psychological changes of students in English learning and oral English communication, and then improves oral English teaching methods, helps students overcome psychological obstacles, overcome oral English communication obstacles, and improves students' self-confidence, so as to alleviate students' anxiety.

Objective: Due to the problems of low teaching quality, limited English level, low psychological quality and limited thinking logic, students often have communication obstacles in oral English communication, resulting in anxiety. The research puts forward strategies based on educational psychology to improve the oral English teaching model, hoping to improve students' English level and self-confidence and alleviate students' anxiety.

Research objects and methods: Two classes were randomly selected from a university as the research objects. The oral English test results of the two classes were used to evaluate the oral English teaching effect of the two classes, and the Self-rating Anxiety Scale (SAS), Self-rating Depression Scale (SDS) and Hospital Anxiety and Depression Scale (HADS) were used to evaluate the anxiety degree of students.

Research design: One of the two classes is class A, with 73 people. The other class is class B, with 71 people. Class a adopts the improved oral English teaching mode based on educational psychology. Class B adopts the traditional oral English teaching mode. Three months later, the teaching effect and anxiety level of the two classes were compared.

Methods: The relevant data were processed and analyzed by software SPSS17.0.

Results: After teaching, the anxiety level of students in the research group was significantly lower than that of students in the control group ($P < 0.05$), as shown in Table 1.

Table 1. SAS scores of two groups of students

Timing	SAS scores		<i>t</i>	<i>P</i>
	Research group	Control group		
Before teaching	76.2±12.3	76.5±12.1	0.304	0.653
After teaching	52.6±8.7	65.2±11.9	6.420	0.013
<i>t</i>	6.371	4.421	-	-
<i>P</i>	0.000	0.019	-	-

Conclusions: In 2018, China's Hainan Province began to build a pilot Free Trade Zone in an all-round way. In this context, Hainan has frequented economic and cultural exchanges with foreign countries, and oral English communication is also very common. Therefore, the demand for talents who master English skills in the UK has also increased greatly, and more and more attention has been paid to the English level of students. However, due to the problems of low teaching quality, limited English level, low psychological quality and limited thinking logic, students often have communication obstacles in oral English communication, leading to mental anxiety. The research puts forward strategies based on educational psychology to improve the oral English teaching model. The results showed that after teaching, the anxiety level of students in the study group was significantly lower than that of students in the control group ($P < 0.05$).

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CURRICULUM DESIGN AND PRACTICE OF UAV MISSION PLANNING FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: The teaching effect of UAV mission planning course is related to the professional quality and ability of UAV professionals in China, so the design and practice of the course are very important. At present, there are some defects in the UAV mission planning course, which leads to students' inability to fully understand and master some complex theories. For a long time, students' psychological pressure, such as learning pressure and employment pressure, has increased, and their negative emotions have accumulated, which has evolved into anxiety psychology. Anxiety is an emotional and behavioral disorder that excessively worries about bad expected results, including generalized anxiety, social anxiety, panic disorder, learning anxiety and so on. Short-term and moderate anxiety can help students establish learning goals and direction, and contribute to students' learning. However, long-term and excessive anxiety will lead to the impairment of students' physical and mental health, affect students' normal life and study, increase the burden on students' families, and have a negative effect on students' personal development and the construction of a harmonious society. Therefore, the UAV mission planning course should be designed and improved to improve the teaching quality and avoid students' anxiety due to worrying about their studies.

Educational psychology is a psychological theory put forward under the background of teaching reform. It has important theoretical and practical significance in promoting the reform of the education system. In addition, educational psychology is also of great significance to the improvement of educators' psychological quality and teaching methods. Educational psychology contains many related theories, including psychological content, the law of psychological changes of students in the learning process, teachers' analysis and cultivation of students' learning motivation, teachers' transfer and promotion of students' learning, teachers' analysis of the development of students' cognitive ability, teachers' cultivation of students' cognitive understanding, students' memory development, students' knowledge consolidation methods. The formation of students' cognitive strategies, the cultivation of students' problem-solving ability and innovation ability, the cultivation of students' correct self-consciousness, students' group psychology and students' mental health education. Using educational psychology to analyze students' psychology and learning motivation, and then optimize the original UAV task planning course can effectively improve the teaching quality of the course, improve students' learning efficiency, and avoid students' anxiety due to excessive pressure. It is of great significance to students' personal development and the development of UAV industry.

Objective: At present, there are some defects in UAV mission planning course, which leads to students'

inability to fully understand and master some complex theories, and then suffer from an anxiety disorder. Based on educational psychology, the research improves the teaching mode of UAV mission planning course, so as to improve the teaching quality of the course, improve students' learning efficiency and avoid students' anxiety caused by excessive pressure.

Research objects and methods: Two classes were randomly selected from the major of UAV system engineering in a university as the research object. Self-rating Anxiety Scale (SAS), Self-rating Depression Scale (SDS) and Hospital Anxiety and Depression Scale (HADS) were used to evaluate the degree of anxiety of students.

Research design: One class (58 people) is used as the research group to teach the improved UAV task planning course based on educational psychology, and the other class (56 people) is used as the control group to teach the traditional UAV task planning course. After a period of time, the test scores and psychological anxiety of the two classes were compared.

Methods: The relevant data were processed and analyzed by software SPSS23.0.

Results: After teaching, the SAS score, SDS score and had score of the students in the study group were significantly lower than those in the control group ($P < 0.05$). The SAS scores of the two groups are shown in Table 1.

Table 1. SAS scores of two groups of students

Timing	SAS score		<i>t</i>	<i>P</i>
	Research group	Control group		
Number of students	58	56	-	-
Before teaching	65.3±12.3	66.1±12.9	0.403	0.762
After teaching	44.6±6.2	65.3±10.1	4.354	0.042
<i>t</i>	8.019	0.431	-	-
<i>P</i>	0.000	0.437	-	-

Conclusions: The teaching effect of UAV mission planning course is related to the professional quality and ability of UAV professionals in China, so the design and practice of the course are very important. At present, there are some defects in UAV mission planning course, which leads to students' inability to fully understand and master some complex theories. For a long time, students' psychological pressure, such as learning pressure and employment pressure, has increased, and their negative emotions have accumulated, which has evolved into anxiety psychology. Based on educational psychology, the teaching mode of UAV mission planning course is improved. The results showed that after a period of teaching, the SAS score, SDS score and had score of the students in the research group were significantly lower than those in the control group ($P < 0.05$). Therefore, using educational psychology to optimize the UAV task planning course can effectively improve the teaching quality of the course, improve students' learning efficiency, and avoid students' anxiety due to excessive pressure. It is of great significance to students' personal development and the development of UAV industry.

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ON THE SIGNIFICANCE OF THE RESEARCH ON THE “YUFU ZHI” IN CHINESE DYNASTIES FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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Background: As a branch of psychology, social psychology combines psychological theory with sociological theory, studies the social psychological performance of individuals and groups under the background of social environment, analyzes the psychological characteristics of individuals and social groups, and discusses the emotional thought and behavior performance of individuals under the restriction of others or groups under the social environment. From the individual level, social psychology analyzes the psychological characteristics of social individuals such as self-consciousness, social perception and psychological behavior motivation, and makes an in-depth study on the interaction between social individuals, including the psychological laws of multiple interactive behaviors such as individual

interpersonal communication and communication psychology. From the perspective of social groups, social psychology analyzes the psychological basis behind the customs and culture of social groups, and explores the differences of psychological characteristics between different social classes and nationalities. YuFu Zhi is the research literature of clothing system in important dynasties in Chinese history. Under the guidance of social psychology theory, this paper studies and analyzes YuFu Zhi, combines social psychology theory with clothing field, and realizes the extension and expansion of social psychology in clothing field. Social psychology in the field of clothing is to analyze the dressing psychology of individuals and groups in the social situation, excavate the dressing behavior characteristics of individuals and social groups, and explain the essence of dressing psychological behavior of individuals and groups through the extension of various theories.

Clothing culture is an indispensable part of Chinese traditional culture. The characteristics of clothing culture in different times show the social development and technical level at that time, and the social style and cultural characteristics in different historical periods. China is a country of rites, and the clothing culture runs through ancient and modern times. Many historical books have specially set up chapters of YuFu Zhi to record and analyze the clothing system in ancient China. The study of YuFu chronicles of previous dynasties can find the changing characteristics of Chinese clothing culture from historical data and excavate the characteristics of Chinese clothing culture in different historical periods, which is conducive to the in-depth study of Chinese traditional culture with clothing culture as the starting point. The research on the annals of public service in the past dynasties of China is an in-depth excavation of the Chinese etiquette culture and national spirit. From the perspective of the dress culture in the past dynasties of China, this paper analyzes the characteristics and connotation of the national spirit under the historical dynasties of China.

Objective: Based on the theory of social psychology, this study organically integrates social psychology and the field of clothing, analyzes the characteristics and connotation of the chronicles of public service in Chinese dynasties, and discusses the research significance and value of the chronicles of public service in Chinese dynasties, hoping to find a new entry point for the study of Chinese history and culture, explore new research ideas of national spirit and cultural connotation in different historical periods.

Research design: Using the method of literature, the study studied the relevant research literature of YuFu annals and YuFu annals of Chinese dynasties, understood the characteristics of YuFu annals of Chinese dynasties, and obtained the connotation and characteristics of YuFu annals of Chinese dynasties. By using the method of questionnaire and expert interview, we can understand the understanding of ancient historical data researchers and readers of relevant works on the research value of public service chronicles of Chinese dynasties. Taking the researchers of ancient Chinese historical materials and the readers of relevant documents and works as the research object, this paper discusses the research value of YuFu chronicles of Chinese dynasties from the perspectives of researchers and readers, and analyzes the significance and connotation of the research of YuFu chronicles of Chinese dynasties. Combined with the methods of questionnaire and focus interview, this study discusses the research value and significance of YuFu annals of Chinese dynasties from five perspectives: the change of traditional clothing system, the compilation of historical materials, the connotation development of Chinese traditional culture, the characteristics of etiquette culture and agricultural production.

Results: The survey results of the research value of the chronicles of public service in Chinese dynasties are shown in Table 1. Researchers of ancient historical materials and related works believe that the research value of the chronicles of public service in Chinese dynasties is high.

Table 1. Investigation results of the research value of YuFu Zhi in previous dynasties in China

Survey object	Researcher of ancient Chinese historical materials	Readers of relevant literature and works
Changes in traditional clothing system	3	4
Compilation and revision of historical materials	4	3
The connotation and development of Chinese traditional culture	4	4
Characteristics of etiquette culture	3	4
Agricultural production	4	3

Conclusions: It is of great historical value and practical significance to study YuFu chronicles of Chinese dynasties. A comprehensive study of YuFu chronicles of Chinese dynasties can help historians understand the changes of clothing system in ancient China, clarify the changes of clothing and hierarchy in ancient China, and start from the clothing system in different historical periods of China. Learn about the ancient hierarchy. And as a part of the historical records, the historical records of YuFu in the past dynasties of China also show

the editing characteristics of historical materials in different historical periods of China. The study of the historical records of YuFu in the past dynasties of China is helpful for us to understand the characteristics of the history of ancient China.

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PRACTICE AND EXPLORATION OF DOCTORAL STUDENTS IN COLLEGES AND UNIVERSITIES IN IDEOLOGICAL AND POLITICAL EDUCATION FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology is a marginal interdisciplinary subject of pedagogy and psychology. Based on educational psychology, pedagogical theory and psychological theory, it analyzes the characteristics and changes of psychological activities of educators and educates in educational practice, and probes into the causes and influencing factors of the phenomenon of psychological activities in educational practice. The development time of educational psychology is relatively short. Educational psychology developed into an independent discipline in the late 19th century, but the application scope of educational psychology is wide. Every educational practice contains the theoretical background of educational psychology. Educational psychology has become an important means for teachers to improve the quality of teaching. Educational psychology extends the theory of psychology to the field of education and discusses students' psychological activities in many aspects such as character cultivation, will building and knowledge learning in educational practice, which can effectively help teachers grasp the characteristics of students' psychological changes, accurately guide students' learning attention and improve learning efficiency and effect.

Social education is accompanied by people's life. Education guides and trains individuals in knowledge and morality through planned and purposeful social education practice. Ideological and political education guides and cultivates students' ideological concepts and value orientation, guides students' psychological trend through ideological and political education, promotes students to establish a good outlook on life, values and world outlook, and helps students realize healthy learning and growth. Students' values are not mature and are in the establishment stage of life values. Therefore, it is necessary to guide the development of students' mental health, help students standardize their moral behavior, cultivate students' personality quality, and achieve the real education of building morality and cultivating people. Doctoral students are the highest training level of China's higher education talent training system, but there are many problems in doctoral students' ideological and political education. The government and colleges pay less attention to doctoral students' ideological and political education, and the effect of ideological and political education is not significant.

Objective: Under the guidance of educational psychology theory, this study analyzes the current situation of ideological and political education of doctoral students in colleges and universities, understands the problems existing in the ideological and political education system of doctoral students, discusses the reform direction and path of ideological and political education of doctoral students in colleges and universities, and provides help to improve the ideological consciousness level of doctoral students in colleges and universities. The research deeply excavates the concept and content of ideological and political education, analyzes the guiding role of ideological and political education on doctoral students in colleges and universities, discusses the practical value of doctoral students' Ideological and political education, and puts forward suggestions for promoting the all-round development of doctoral students.

Research design: Combined with the review and investigation on the quality of graduate education carried out by a university in 2021, this study analyzes the situation of ideological and political education in doctoral education in colleges and universities, and obtains the evaluation data of doctoral groups and review and evaluation experts on the level of doctoral ideological and political education from the review report. Based on the review data and combined with the theory of educational psychology, the research analyzes the psychological characteristics of doctoral students in educational and teaching activities, deeply analyzes the teaching problems existing in the ideological and political education of doctoral

students in colleges and universities, and analyzes the optimization and improvement direction of the ideological and political education of doctoral students in colleges and universities in the future. Based on the analysis of the psychological law of doctoral education, the research puts forward the new concept and innovative development model of doctoral ideological and political education, hoping to provide new development ideas for the reform of doctoral ideological and political education system in colleges and universities, and promote the improvement of doctoral ideological and political consciousness in colleges and universities. Then, the pilot experiment is used to verify the feasibility and effectiveness of the reform of doctoral students' ideological and political education system, and to verify the role of the new doctoral students' ideological and political education model in promoting doctoral students' ideological and political consciousness and mental health level. The research takes a university as the pilot unit for the experiment. During the experiment, the ideological and political education of doctoral students in the university adopts the new teaching mode. The experiment lasts for three months. Doctoral students carry out ideological and political education once a week, and each class hour is 1.5 h.

Results: After the pilot experiment, the changes of ideological and political awareness score and mental health quality score of doctoral students in colleges and universities are shown in Table 1. After the implementation of the teaching reform of ideological and political education for doctoral students under the guidance of educational psychology, the degree of ideological and political awareness of doctoral students in colleges and universities has been significantly improved, which is of great significance to enhance the firmness of doctoral students' ideological ideas. Under the new ideological and political education model, the level of mental health quality of doctoral students has been significantly improved, and the score of mental health quality has increased significantly.

Table 1. After the pilot experiment, the changes of ideological and political consciousness score and mental health quality score of doctoral students in colleges and universities

Survey object	Before the pilot experiment	After the pilot experiment
Ideological and political consciousness score	2.16±0.36	3.74±0.38
Mental health quality score	1.98±0.34	3.71±0.26

Conclusions: Based on the analysis of the psychological characteristics of doctoral students' ideological and political education, the research carries out innovative reform on the ideological and political education system of doctoral students in colleges and universities. It is required to clarify the basic principles of the framework of doctoral students' ideological and political education, and construct the framework of doctoral students' ideological and political education based on the principles of subjectivity and society. The innovation of the ideological and political education system of doctoral students in colleges and universities should start from the educational concept, under the guidance of the basic principles, combined with educational practice, analyze the shortcomings of ideological and political education in colleges and universities, and innovate the educational concept of doctoral students in colleges and universities. Colleges and universities should also pay attention to the path innovation of doctoral students' ideological and political education, expand the channels and methods of ideological and political education, connect ideological and political education with daily scientific research work, and improve doctoral students' ideological and political consciousness. The experimental results show that the new model of doctoral students' ideological and political education can effectively promote the improvement of doctoral students' ideological and political consciousness and thinking firmness, and is of great value to improve the quality of doctoral students' mental health.

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PROTECTION AND APPLICATION OF DIGITAL TECHNOLOGY TO INTANGIBLE CULTURAL HERITAGE FROM THE PERSPECTIVE OF HUMANISTIC PSYCHOLOGY

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Background: Humanistic psychology is to explore people's unique nature and characteristics, oppose the

natural science orientation of scientific psychology, and adopt the research mode of humanistic orientation to analyze and study people's fundamental characteristics and the relationship between people and the outside world. At the same time, humanistic psychology pays more attention to people's subjectivity and diversity than the only objectivity. Compared with the pursuit of objective connection in scientific psychology, it has certain advantages and merits. Scientific psychology has an objective perspective of "absoluteness" to the surrounding things and people at this stage, while the transfer in humanistic psychology, such as psychoanalysis, focuses on the relationship between analysts and analysts. This theory is an idea or an investigation method or a treatment method based on the existence of unconsciousness. In the final analysis, humanistic psychology focuses on placing people in the objective environment to explore the relationship between people and things, and emphasizes that people's subjective initiative and "conscious emotion" are closely related to our life, and applies its theory to real life to help us pay more attention to the value of "people" when looking at and understanding the world, such as analyzing the social group psychology and humanistic care expressed in the film, linking the details with people's attributes and values can effectively improve people's cognitive and practical ability. At the same time, humanistic psychology has jumped out of the "unique worship" of science and technology, so taking it as a means and weapon for our understanding and practice can help us better understand the humanistic feelings in the long history. The development and renewal of digital technology provides a more diverse and secure means for the protection of China's intangible cultural heritage, and reduces the damage to historical traces. However, at present, in the intangible cultural heritage under the protection of digital technology, the research staff of the Institute of cultural heritage protection ignore the cultural attributes and sustainability of its own heritage when carrying out the protection of intangible cultural heritage. They only apply digital technology to the protection work, but pay little attention to its inheritance and the exploration of cultural and humanistic values. Therefore, the research on the protection and application of intangible cultural heritage in digital technology from the perspective of humanistic psychology will help staff pay attention to the affirmation and emphasis on human value in cultural inheritance, timely change the working concept of "focusing on science and technology", reduce their negative emotions and resistance caused by thinking limitations in the process of cultural heritage protection, and further better promote the protection and application of intangible cultural heritage.

Objective: Based on the theory of humanistic psychology, the research analyzes the protection and application of intangible cultural heritage, speeds up the protection and inheritance of intangible cultural heritage by discussing the current situation of the protection and inheritance of intangible cultural heritage, as well as the humanistic feelings and psychological value behind it, and analyzes the emotional problems and psychological limitations of protection staff under the current operation of digital technology, Provide protection path in line with humanistic psychology.

Research design: Research on collecting information from intangible cultural heritage related protection websites, obtain the current progress and situation of intangible cultural heritage protection in China, excavate the current problems of intangible cultural heritage, and collect the problems and psychological emotions of staff in using digital technology to protect intangible cultural heritage for data collection. The research uses analytic hierarchy process to analyze the weighting of indicators and influencing factors under the digital construction system of intangible cultural heritage protection, and explores the application path of humanistic psychology to intangible cultural heritage protection under digital technology by ranking the weights of indicators. It also studies the theoretical knowledge of humanistic psychology for the staff, helps them grasp the Humanistic Psychological characteristics in the protection of intangible cultural heritage, and realizes the protection and inheritance of intangible cultural heritage from the perspectives of publicity, platform construction and data sorting.

Results: The perspective of humanistic psychology can effectively guide staff to grasp people's psychological laws and emotional changes in cultural inheritance in the process of intangible cultural heritage, and then enrich the protection and application means of digital technology for intangible cultural heritage, making the optimized protection path more humanistic value. Table 1 shows the statistics of negative emotions of staff under different application protection paths.

Table 1. Statistics of negative emotions of staff under different application protection paths

Work psychological emotion	Anxious	Depressed	Conflict
Before	25.34±1.26	18.17±1.65	22.11±1.06
After	12.32±1.16	10.71±1.03	11.58±1.36

Conclusions: Humanistic psychology can emphasize people's value and potential, pay attention to individual differences and diversity, provide protection ideas for the protection of digital intangible cultural heritage from this perspective, enrich its working means, effectively help the staff of heritage protection

institute to carry out targeted protection and application according to people's value and attributes in Heritage Inheritance, improve their mental health and improve their negative emotions at work.

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RESEARCH ON THE INFLUENCE OF UNIVERSITY BEHAVIOR MODE ON THE CONSTRUCTION OF VALUES CULTIVATION SYSTEM FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: As a marginal interdisciplinary subject of pedagogy and psychology, educational psychology, based on the theories of pedagogy and psychology, expands and applies psychological knowledge in the field of education, analyzes the change law of psychological activities of educators and students in the process of educational practice, and discusses the psychological performance characteristics of educational subjects in the process of education. The fundamental purpose of educational psychology research is to apply the theoretical knowledge of psychology to educational practice, guide educational practice activities, help teachers improve curriculum and teaching methods, and promote the improvement of teachers' teaching quality. Based on the theory of educational psychology, theoretical guidance for the reform and construction of university higher education system can effectively improve the scientization and rationalization of higher education system, and promote the reform of higher education system with the support of advanced psychological theory.

Under the open social situation, the behavior patterns and values of contemporary college students also show the characteristics of open-minded and responsive. Contemporary college students have a strong sense and spirit of innovation and entrepreneurship, and adhere to the principle of sublation and reconstruction of subject consciousness. Values refer to people's internalization of social value consciousness in the process of socialization, which has become the fundamental point of view of personal value relationship. The establishment of individual values through the cognition and evaluation of objective things, through individual subjective judgment and choice, internalize the social value consciousness, so as to establish the concept of individual value relationship. Individual values are affected by their knowledge and cultural level, social background, individual psychological model and other factors, showing different individual characteristics. As a special young social group, college students have strong perception of social change, and their values also have a unique representation of college students.

Objective: Based on the theory of educational psychology, by understanding the change law of educational psychological characteristics behind the cultivation of college students' behavior patterns and values, this paper analyzes the cultivation system of college students' behavior patterns and values, discusses new ways to scientifically cultivate college students' behavior patterns and values under the new social situation, conforms to the development trend of the times, and provides help to promote the all-round development of college students' comprehensive quality. The research analyzes the characteristics of college students' behavior patterns and values, discusses the cultivation system of college students' behavior patterns and values, and helps college students establish scientific values.

Study design: Based on the characteristics of contemporary college students' behavior patterns and the development status of values training system, this study analyzes the internal mechanism between college students' behavior patterns and their values training, and explores the development ideas of college students' behavior patterns and values training through the analysis of the development of contemporary college students' values. The research uses the way of correlation analysis to analyze the impact of college students' behavior patterns on the construction of their values cultivation system, explore the internal relationship between college students' behavior patterns and the construction of values cultivation system, and analyze the influence of college students' behavior patterns in the construction of their values cultivation system. Combined with grey correlation analysis, this study explores the impact of college students' behavior mode on the construction of college students' values training system, analyzes the educational psychological changes of college students in college values training, and judges the impact of college students' educational psychology on the construction of college students' behavior mode and values

training system.

Result: The statistical analysis results of the development of values of contemporary college students and the impact of college students' educational psychology on values are shown in Table 1. Contemporary college students show the characteristics of the lack of scientific values. The values of contemporary college students have the problems of lost ideals, individualism and valuing money over morality. At the same time, it can be seen that college students' active learning psychology and curriculum love psychology have a significant impact on students' values.

Table 1. Results of statistical analysis on the development of values of contemporary college students

Survey object	Freshman	Sophomore	Junior	Senior	Learning positive psychology	Course love psychology
Lost ideals	1	2	2	2	2	2
Individualism	1	1	1	2	2	2
Valuing wealth over morality	2	2	1	1	2	2

Conclusions: Contemporary college students are affected by the objective economic environment and disturbed by the negative money worship and hedonism derived from the market economy. Their behavior patterns show negative characteristics such as extreme individualism, which leads to the negative fission of some college students' values. And some college students are affected by the commodity economy, linking personality, knowledge and emotion with commodities, showing the characteristics of extreme personal behavior mode and value orientation, which seriously hinders college students from establishing scientific values and is not conducive to the all-round development of college students. On the other hand, China's ideological and political education is relatively backward, does not keep up with the pace of development of the times, the teaching form is single, the teaching content is rigid, the traditional ideological and political education lacks the analysis of students' psychological characteristics in educational activities, and does not understand the psychological law of students' values training, which makes some college students lack scientific values, ignore the importance of morality and quality, but overemphasize talent and money, some young college students show bad behavior patterns and ideological and moral tendencies. Therefore, we should focus on the changes of students' educational psychology in college learning, analyze the impact of students' educational psychology on their values, and help students establish a good concept of development.

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INFLUENCE OF HYBRID TEACHING BASED ON "CLOUD CLASS" ON STUDENTS' THINKING DISORDER IN FIRST AID TECHNOLOGY TEACHING

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Background: With the continuous improvement of people's requirements for physical health, the advantages and disadvantages of medical technology have become the focus of attention. Therefore, the teaching of first aid technology in colleges and universities has gradually improved the requirements. First aid technology is an important course in medical teaching. Teachers generally have strict requirements for students in first aid teaching, but it is undeniable that the individual differences targeted by first aid will lead to cognitive differences in the learning process of students, resulting in negative learning attitude. Under the influence of multiple factors, students will have confusion in thinking logic in the study of emergency technology. Thinking disorder can be summarized in psychology and psychiatry at the same time. In psychiatry, thinking disorder is not only a kind of cognitive disorder, but also a mental disorder after brain damage. Psychiatry believes that the treatment of thinking disorders requires more thorough surgical

treatment or long-term drug relief. In psychology, it is believed that the generation of individual thinking disorder is largely affected by the outside world. In the teaching process, the generation of middle school students' thinking disorder is considered to be affected by families, classmates and teachers. Therefore, in general psychology, the treatment of students' thinking disorder depends on Teachers' teaching mode. Among the conventional psychological treatment methods of thinking disorder, the application of education and teaching methods has begun to be popularized in the region. Therefore, in the face of the problem of students' thinking disorder in the first aid teaching classroom, the adoption of an innovative teaching scheme will improve students' thinking disorder to a great extent.

In order to solve the problem of ideological obstacles in emergency technology teaching and ensure the normal development of emergency technology teaching, some studies have proposed a hybrid teaching mode based on "cloud class", which refers to online and offline interactive teaching using mobile Internet technology. From the current teaching situation of the "cloud class", the "cloud class" has the advantage of representational teaching content, can tell the relevant teaching content in detail remotely, and accurately transmit it in the form of pictures and videos, while retaining the real-time interaction ability of offline classes. The "cloud class" hybrid teaching of first aid technology can instill the first aid skills expressed in language and text with pictures and videos to a certain extent, and students can more clearly understand the learning points of first aid technology in the learning process. Therefore, it can be learned that when facing the students in the first aid technology teaching course with thinking disorder, the "cloud class" hybrid teaching mode can use visual information to guide the students' thinking change, which also has a certain impact on the treatment of students' thinking disorder. In order to accurately understand the impact of the mixed teaching mode of "cloud class" on students' thinking disorders, it is necessary to study and design relevant experiments for more in-depth research, so as to provide a guarantee for the smooth development of emergency technology teaching.

Objective: To explore the current situation of students' thinking obstacles in the teaching of emergency technology, and analyze the mitigation of students' thinking obstacles under the influence of the mixed teaching mode of "cloud class" and the mastery of students' emergency technology knowledge, in order to provide a reference for the cultivation of emergency talents in China's medical industry.

Study design: 200 nursing students in a medical college were randomly divided into experimental group and control group. Both groups were taught by the same teacher. The students in the experimental group adopted the mixed teaching of "cloud class" and the students in the control group adopted the traditional classroom teaching mode. The improvement of thinking form obstacles and thinking content obstacles of the two groups were compared and analyzed. The evaluation standard of thinking form disorder is evaluated according to the expression of students' thinking form. The fewer forms, the lower the degree of students' thinking form disorder. Thinking content disorder is evaluated according to the degree of students' delusion. The lower the degree of delusion, the lower the degree of thinking content disorder. SPSS24.0 was used to compare the degree of students' thinking disorder 0, with $P < 0.05$ as the difference, the difference was statistically significant.

Results: The comparison between the two groups of students' thinking obstacles after teaching is shown in Table 1. The total score of thinking form obstacle evaluation is 13 points, 0 means no thinking form obstacle, and 13 means extremely serious thinking form obstacle. The total score of thinking content disorder is 5, 0 indicates no delusion, and 5 indicates extreme delusion. Table 1 shows that the degree of thinking form disorder and thinking content disorder of the students in the control group are significantly higher than those in the experimental group after teaching. The improvement effect of thinking disorder in the experimental group is significantly higher than that in the control group, and the difference is statistically significant.

Table 1. Changes in students' thinking disorders

Group	Thinking form obstacle	Thinking content barrier
Experience group	4.3±2.1	2.1±1.8
Control group	9.1±1.2	3.4±1.2
<i>t</i>	13.679	9.234
<i>P</i>	<0.05	<0.05

Conclusions: First aid technology teaching is one of the key contents of medical students' learning. Alleviating students' cognitive impairment in the teaching process is the key consideration in first aid teaching. In the teaching of first aid technology, students' thinking obstacles will affect students' learning efficiency. The use of "cloud class" hybrid teaching can effectively alleviate students' thinking obstacles, reduce students' thinking form obstacles and thinking content obstacles, help students alleviate thinking obstacles, and contribute to the development of first aid technology teaching. Therefore, when teaching

first aid technology to medical students, we should fully consider the student groups with thinking obstacles, and carry out concrete teaching in combination with new technologies such as “cloud class” to comprehensively improve students’ professional level and promote the growth and development of talents in China’s medical industry.

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THE SOCIAL PSYCHOLOGICAL CHANGES OF LEADERS IN THE TOP-LEVEL DESIGN OF CHINA’S GRAND CANAL BASED ON THE TERNARY LEADERSHIP THEORY

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Background: A large number of traditional cultures have been born in China’s thousands of years of development. Among them, the Grand Canal culture is one of the proudest cultures. The Grand Canal culture refers to the material or spiritual cultural values produced by taking the Grand Canal as the core for a long time. The basic understanding of the Grand Canal culture can be divided into a comprehensive culture based on the Grand Canal belt, taking the surrounding geographical space as the carrier, and gradually developing along the surrounding towns on the basis of regional transportation through protection, inheritance and utilization. The top-level designer of the Grand Canal is an engineering term, which refers to the overall consideration of all levels and elements in the Grand Canal Project, and finding the fastest way to solve problems through hierarchical management between different levels. In the top-level design of the Grand Canal, according to its core idea, a theoretical basis called ternary leadership was born. For the top-level design of the Grand Canal, the ternary leadership included are authoritarian leadership, benevolent leadership and moral leadership. Authoritarian leadership is worth linking water control and governance, and exploring the importance of the common survival of man and nature on the basis of ecological and environmental protection. Benevolent leadership refers to a series of top-level design schemes proposed by the central government based on the protection and inheritance of the Grand Canal, always follow the people-oriented principle, and adopt benevolent leadership to improve the surrounding environment of the Grand Canal and retain the Millennium civilization of the Grand Canal. At the level of moral leadership, it emphasizes the distinction between public and private, maintains an honest and responsible attitude in the implementation of tasks, provides positive guidance to other personnel through personal morality, words and deeds, and takes measures to improve the overall appearance in the management of the Grand Canal to protect the ruins of the grand canal in time.

In the final analysis, the theory of ternary leadership is the concept of power, which is the basis of experimental research and theoretical construction. Social psychology regards power as a structural variable, that is, to determine that power does exist in the state of social facts. With the development of society, social psychology gradually regards power as a psychological feature and believes that the ternary theory can conceptualize it in the embodiment of specific power roles. From the basic theory of the Grand Canal top-level design under the ternary leadership theory, it can be seen that the measures and methods mentioned in the ternary leadership are models in social communication behavior, and the specific implementation steps of the ternary leadership theory can be deeply explored through social psychology. For example, according to the basic theory of social psychology, leaders need to be familiar with the way of social communication in management, gradually infect people at different levels through authority, kindness and virtue, and finally change the social psychology of the surrounding people in a positive way, so as to achieve the purpose of the top-level design of the Grand Canal. At the same time, social psychology puts forward that there are two psychological characteristics in power. The first is the sense of control. In the ternary leadership theory, the sense of control plays a role of cognitive and self-esteem behavior control. Secondly, social psychology believes that the ternary leadership theory, as a power theory, also contains explicit and implicit psychological characteristics. In the explicit and implicit, it reflects a psychological theory of social distance. The emergence of social distance leads to the difference of ideas among leaders at different levels, which will also lead to the negative emotions of low-level leaders, showing depression and anxiety. Therefore, in the top-level design of the Grand Canal under the ternary leadership theory, understanding the changes of social psychology at each leadership level is helpful to analyze the management implementation plan at the leadership level.

Objective: This paper expounds on the basic concepts of Grand Canal top-level design and ternary

leadership theory, discusses the social and psychological changes of ternary leadership theory in China's Grand Canal top-level design, combs out the implementation path of China's top-level design, and improves the effect of top-level design by alleviating the psychological anxiety and depression of leaders.

Study design: Use the literature method to understand the development and evolution of China's Grand Canal culture, use the Excel table to count the basic situation of China's grand canals, sort out the relevant measures taken by the Chinese government in the protection and inheritance of the Grand Canal, and put forward the principle of scientific water control under the background of the new era. The Self-rating Anxiety Scale was used to analyze the changes in leaders' psychological anxiety at all levels in the application of ternary leadership theory, and to analyze the impact of ternary leadership theory on leaders' social psychology.

Result: Using the literature method, this paper statistically analyzes the application of the ternary leadership theory in the top-level design of the Grand Canal in China, and evaluates the impact of the ternary leadership theory on social psychology and psychological anxiety of the leadership level in the top-level design. The 0-4 score system is used to represent the impact effect, in which 0 represents no impact, 1 represents slight impact, 2 represents general impact, 3 represents obvious impact and 4 represents complete impact. SPSS software is used to analyze the differences between the data, and the impact of authoritarian leadership, benevolent leadership and moral leadership on social psychology is shown in Table 1.

Table 1. The influence of social psychology on the application of ternary leadership theory

Factor	Authoritarian leadership	Benevolent leadership	Moral leadership
Social psychology	4	4	4

Conclusions: China's Grand Canal culture is of great significance to the national economic development and social and cultural development. Analyzing the connotation of the ternary leadership theory in the top-level design of the grand canal can better understand the deep meaning of the Grand Canal culture, help the leadership establish perfect social psychology and reduce their psychological anxiety. The ternary leadership theory can be effectively transmitted with the help of social communication activities, and finally achieve hierarchical class management, which can effectively control the social psychology at the leadership level. Therefore, it can be learned that in the water control project of Universiade culture in the new era, it is of great significance to analyze the transmission of ternary leadership theory and realize the social and psychological changes of leaders in the top-level design, which can effectively reflect the mental health problems at the leadership level, so as to optimize the management scheme.

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RESEARCH ON THE APPLICATION OF REVERSE THINKING TEACHING METHOD COMBINED WITH CAREER EDUCATION IN AEROBICS TEACHING IN HIGHER VOCATIONAL COLLEGES UNDER THE BACKGROUND OF PSYCHOLOGY

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Background: In recent years, the physical quality of college students has gradually shown a downward trend. Therefore, the Ministry of Education has issued many programs and measures to promote the healthy development of college students. In order to improve the comprehensive physical quality and ability of college students, some colleges and universities began to enrich the content of students' sports activities. At the same time, with the continuous development of education, higher vocational colleges also began to gradually increase school sports. In higher vocational colleges, due to the short education cycle, schools pay

more attention to students' professional technology. Therefore, in view of the improvement of students' physical quality, aerobics teaching has gradually been paid attention to in school talent training. In higher vocational colleges, aerobics teaching often adopts the way of career education. By taking aerobics as a kind of professional-quality training for curriculum teaching, the purpose is to cultivate students' Aerobics professional ability and improve students' attention to aerobics. At the same time, in order to further improve the students' aerobics technical level in some higher vocational colleges, the reverse thinking teaching method is introduced into the curriculum education while carrying out the career education. The teaching planning is carried out from the perspective of students' thinking, and the teaching scheme is formulated according to the students' thinking logic, so as to achieve more remarkable teaching effect. However, from the effect reflected in the integrated education program of some schools, it can be seen that the aerobics level of students has not been significantly improved. Combined with the relevant literature and the current situation of education, it can be found that the change of students' psychological activities in the process of school is an important factor affecting teachers' teaching.

Students' psychological activities change with the changes of environment and teaching. Some psychologists put forward that when students in higher vocational colleges study special technology, their psychological changes are affected by the difficulty of professional technology. It is generally believed that simple professional knowledge has a weak impact on students' psychological activities. Some studies have also pointed out that students' psychological activities are also affected by thinking. In the teaching of higher vocational colleges, due to the strong teaching of professional knowledge, students' thinking logic is strongly guided, resulting in changes in students' psychology. Reverse thinking is a kind of thinking activity. In psychology, reverse thinking starts with students' psychological expectation results. Students will have a certain amount of psychological expectation for teaching results in teaching. In the process of students' learning, the role of reverse thinking is to help students gradually realize their learning needs according to a certain process. Psychology believes that students' psychological activities in learning are complex. Therefore, teachers need to pay attention to how to deal with students' psychological changes in teaching. Students' learning psychological activities will change with the change of teaching, and the teaching application of rational thinking from the perspective of psychology will also show quantitative changes. In aerobics teaching, students' psychology will doubt their own body performance, which will also lead to the deviation of students' expected learning results, resulting in students' negative emotions such as anxiety and depression. Therefore, in the teaching of reverse thinking, it will be helpful for teaching to obtain the changes of students' psychological activities at all times. As an institution of higher learning to cultivate students' professional ability, it is still not scientific for higher vocational colleges to optimize aerobics teaching from students' reverse thinking combined with career education. Only by formulating teaching plans combined with students' psychological changes can we realize the cultivation of students' all-round quality and improve students' comprehensive quality and ability.

Objective: Understand the specific professional level of Aerobics students in higher vocational colleges, analyze the psychological activities of students in aerobics teaching, and formulate appropriate and reasonable reverse thinking teaching method and integrate professional career education teaching plan, so as to improve students' physical quality more effectively and provide guarantee for students' future development.

Study design: This paper selects 54 aerobics majors in a higher vocational college, and obtains the basic professional level of students and students' attitude towards professional teaching from the current teaching situation. The teaching attitude includes the satisfaction with the teaching scheme and the views on teachers' teaching attitude. Formulate the aerobics reverse thinking teaching method based on students' psychological activities, integrate the teaching plan of career education, set the teaching time as 5 months, and measure the changes of students' mental health level in 5 months.

Results: Use Excel to make statistical analysis of the survey content, so as to formulate a reasonable teaching plan and evaluate the students' psychological activities in the teaching plan, quantify the scores of the evaluation results of psychological activities, and compare and analyze the differences in the changes of mental health level in the teaching process, using SPSS24.0 statistical analysis of all data shows that the changes of students' mental health level are shown in Table 1.

Table 1. Changes of students' mental health

Index	1 month	3 months	5 months	P
Positive psychology	3	17	36	<0.05
Negative psychology	24	18	6	<0.05

Conclusions: Aerobics in higher vocational colleges is a professional subject based on cultivating students' basic physical quality. Therefore, how to improve students' aerobics professional level is very

important. In the research, we first consider the changes of students' psychological activities in aerobics teaching, and then take this as the basis of teaching scheme, combined with inverse thinking teaching and career education to promote students' aerobics technical level. From the results, it can be found that from the perspective of psychology, the basic level of students' aerobics has been significantly improved, and the level of students' mental health has also been cultivated. Therefore, in the professional teaching of higher vocational colleges, the appropriate use of students' psychological activities will effectively improve the efficiency of professional teaching and promote the development of students.

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ANALYSIS ON THE EFFECTIVENESS OF PARTY STYLE AND CLEAN GOVERNMENT CONSTRUCTION IN A CITY FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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Background: China's development has been ups and downs. Once again, there is no doubt about the guiding role of Chinese leaders in the process. In the development process of modern China, the determination of the Communist Party of China, as the core of the construction of socialism with Chinese characteristics, is also extremely strong. Therefore, in the process of building a harmonious society, the construction of Party style and clean government has become the core guarantee of national construction. The 5000-year history of the Chinese nation has created a country and nation with great dreams. In China's Millennium Development, it has always been developing towards the establishment of a prosperous, strong, civilized and harmonious society. After being weathered, the emergence of the Communist Party of China brought light to the establishment of new China. It is also under the leadership of the Communist Party of China that China began to gradually move from poverty to wealth. During the ruling period of the Communist Party of China, the most important thing is the construction of a clean and honest government, which is not only related to the reputation of individuals and organizations, but also related to the survival and development of the country. In the development of China in recent decades, the Party Central Committee has always attached importance to anti-corruption, and several generations of leaders have taken it as the main construction work. In the process of building a clean and honest government, it is the party organization that supervises individuals and supervises the organization. Therefore, how to build a good Party style and clean government is the primary goal of national construction.

Social psychology is scientific research that analyzes psychological activities from the social nature. In social psychology, communication is an important way to affect public psychology. The psychological mechanism of social psychology includes communication relationship and social culture. Using the communication psychology of social psychology, the rational and logical processing of communication relationship and social culture will be more convenient. In social activities, social behavior includes social behavior driven by human relations and social behavior acquiesced under the operation of power, in which psychological behavior is the basic requirement to determine explicit behavior. The generation of social psychology is generated by the communication and interaction between people. In the construction of a clean and honest government, the construction of a clean and honest government is a social activity between organizations and organizations, individuals and individuals, organizations and individuals, and a social interaction between organizations to examine individuals and individuals to supervise individuals. The communication between various leadership levels produces social-psychological behavior. From the perspective of social psychology, in the process of building a clean and honest government, we need to maintain smooth social relations, make the requirements of the region and the central government highly consistent, fundamentally ensure the construction of a clean and honest government in the region, and then gradually affect the construction of a clean and honest government in each region. In addition, in social psychology, some researchers put forward the theory of attitude change to explore the development direction of the construction of a clean and honest government. They believe that there is a specific psychological tendency between an individual and society. Attitude change is to change the social-psychological tendency into the party's behavior, and then produce a positive response in the

construction of a clean and honest government, which can change the organization and organization, organization and individual. The coordination of individual and individual opinions can promote the work efficiency of the construction of Party style and clean government. Therefore, it is of great significance to evaluate the progress of Party style and clean government construction with the help of social psychology.

Objective: Using the relevant theoretical knowledge of social psychology, this paper discusses the importance of building a clean and honest government, and analyzes the effectiveness of building a clean and honest government from the perspective of social psychology, in order to provide theoretical support for the construction of socialist harmony.

Study design: Taking the construction of party conduct and clean government in a city in China as the research object, this paper uses the literature method to obtain the current situation of the city's economic development and the construction of party conduct and clean government, and evaluates the impact of the construction of party conduct and clean government on its economic development. In order to more specifically understand the application effect of party conduct and clean government in urban construction, a questionnaire is used to conduct a random survey on urban residents. Get the citizens' satisfaction with the construction of Party style and clean government and the evaluation of urban construction and development.

Results: In the correlation analysis between the construction of Party style and clean government and economic development, it can be seen that the economic development of the city is positively affected by the construction of Party style and clean government, and the degree of influence is more obvious. In the citizens' evaluation of Party style and clean government and urban construction, it can be found that the construction of Party style and clean government improves the lives of urban residents and is conducive to the construction of urban harmony. 0-4 scale is used to evaluate the degree of impact, where 0 means no impact, 1 means slight impact, 2 means general impact, 3 means obvious impact, 4 means full impact, "+" means positive impact and "-" means negative impact. The correlation between the construction of Party style and clean government and economic development is shown in Table 1.

Table 1. The correlation between the construction of Party style and clean government and economic development

Project	Tourism economic development	Catering economic development	Construction and economic development
Construction of Party style and clean government	+3	+4	+4

Conclusions: Building a clean and honest government is the foundation and foundation of urban construction. It is effective to analyze the current situation and effectiveness of building a clean and honest government by using social psychology. From the perspective of social psychology, from the perspective of urban economic development, the results show that urban economic development is positively guided by the construction of Party style and clean government, which significantly improves the overall economy of the city and contributes to the harmonious development of urban society. Therefore, in order to build a harmonious and civilized society, the construction of Party style and clean government is essential, Leaders of all regions or cities need to give full play to their supervisory role and do a good job in the construction of Party style and clean government.

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THE REVITALIZATION OF RURAL TOURISM BASED ON THE PSYCHOLOGY OF SPORTS TOURISTS

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Background: After the 19th National Congress of the Communist Party of China, an important development strategy was put forward, which advocated the "rural revitalization" strategy with solving the "three rural" problems as the core. As the main strategy of China's current development, the "rural revitalization" strategy has been paid more and more attention by all sectors of society. In the "Rural revitalization" strategy, we take the countryside as the strategic point and drive the rural development by looking for the rural development path. At present, China's "rural revitalization" is mainly concentrated in the poorer inland areas. By opening up the road from the countryside to the economic market, with the help

of China's relatively developed economic market, we can expand the rural external contact area, and then sell the relevant products in the countryside. In terms of the strategy, China will gradually expand its rural areas to the coastal areas with rich land resources, but gradually accelerate the revitalization of the coastal areas. With the growth of national economy, more and more people began to yearn for marine sports. On this basis, coastal rural areas began to gradually promote "rural revitalization" from the development of marine leisure sports, culture and tourism industry. With the development of "rural revitalization" in coastal areas and people's desire for new things, the development of new tourism industry has become a key step to speed up the pace of "rural revitalization".

Social psychology is a psychological science that studies communication psychology among social individuals, groups and organizations. In rural revitalization, coastal villages have adopted marine leisure sports and cultural tourism, emphasizing the use of social communication to promote cultural communication and achieve the goal of rural revitalization. In social psychology, social representation is the guarantee that determines the development of social communication. According to the research content of social psychology, social representation can help individuals have a clearer understanding ability in social communication. In addition, social psychology shows that social representation can help the specific analysis of a specific phenomenon in social communication and increase the ability of communication and interaction between societies. On the other hand, social psychology believes that the discourse sharing of social representation provides a development background for rural revitalization, enabling all sectors of society to communicate effectively and increase the conditions for rural revitalization. The development of "rural revitalization +" marine leisure, sports and cultural tourism industry mainly aims to expand the external influence of coastal villages with the help of tourism industry and attract more tourists to participate in the consumption of marine leisure, sports and cultural tourism. From the perspective of social psychology, the visit of tourists and the industrial development of tourism are social and psychological exchanges between groups. In the cognition of social psychology, the tourism behavior of tourists is a kind of behavior of participating in social activities. Its psychological activities determine social activities. The industrial development of tourism is also a kind of social behavior. The tourism industry determines the development direction of tourism industry through invisible communication with tourists or local residents. For the marine leisure sports and cultural tourism under the "rural revitalization", tourists are eager to participate in marine sports projects, and the tourism industry is eager for tourists to participate in the consumption of marine projects. There is a certain social relationship between them, that is, tourists get the corresponding services with social consumption psychology, while tourism obtains the corresponding consumption with social service psychology. According to social psychology, tourism and tourists complement each other and reach a certain agreement in social communication. When this kind of agreement comes into being, the purpose of "rural revitalization" has been achieved by coastal villages with the help of marine leisure, sports, culture and tourism industry. In order to speed up the development of coastal villages, it is of great practical value to explore the development direction of marine leisure sports culture tourism industry from the perspective of social psychology.

Objective: Understand the importance of "rural revitalization" to China's social development, explore the "rural revitalization" strategy of coastal villages, analyze the role of "rural revitalization +" marine leisure sports and cultural tourism industry in the development of coastal villages, and explore the development direction of marine leisure sports and cultural tourism industry, so as to provide theoretical support for China's "rural revitalization".

Study design: Using the method of literature, this paper collects the development status of coastal villages and the development status of marine leisure sports and cultural tourism industry in coastal villages under the "rural revitalization", analyzes the changes in social and psychological activities in the development of marine leisure sports and cultural tourism industry, and puts forward the development direction of tourism industry to promote rural development. Finally, the development prospect of coastal villages is predicted through simulation analysis.

Results: With the development of the marine leisure sports culture tourism industry, the social and psychological activities of tourism and tourists have changed significantly. Simulation analysis is used to predict the development of coastal villages. The results show that after determining the development path, the leisure sports culture of post coastal villages can be coordinated and the rural economy can be significantly improved. See Table 1 for the specific situation.

Table 1. Prediction results of coastal rural development

Index	3 months	6 months	9 months
Economic growth rate (%)	7	11	19
Coordination degree	0.22	0.39	051

Conclusions: "Rural revitalization" is one of the important strategies for China's development.

Promoting the process of “rural revitalization” is of great practical significance. In the development of coastal villages, it is effective to use social psychology to find the development of marine leisure, sports, culture and tourism industry, which can significantly accelerate the “rural revitalization” efficiency of coastal villages and drive the development of regional economy. Therefore, on the basis of “rural revitalization” strategy, implementers need to make full use of the social and psychological activities of regional development participants and determine the development direction in order to ensure the normal development of “rural revitalization”.

Acknowledgement: The research is supported by: Guangxi Philosophy and Social Science Planning Research Project: “Research on the Development of Coastal Leisure Fishing and Sports Tourism in Guangxi Beibu Gulf Based on Rural Revitalization Strategy” (No. 20BTY005); Guangxi University Humanities and Social Sciences Key Research Base “Beibu Gulf Ocean Development Research Center” (No. 2018BMCC09).

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A STUDY ON THE INFLUENCE OF FEMALE CONSCIOUSNESS IN VICTORIAN BRITISH FEMALE NOVELS ON WOMEN’S POSITIVE PSYCHOLOGY FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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Background: Social psychology pays attention to the psychological changes of individuals and groups in social activities, and is committed to summarizing some universal laws, and advocates the application of these methods and models to deal with social relations and social problems. Compared with traditional psychology, social psychology pays more attention to the psychological patterns of groups in society, such as group subconscious thinking mode, group cultural habits, group initiation and group bias, etc., but paying attention to groups does not mean that social psychology society despises the influence of individual psychology. Therefore, social psychology is more suitable than traditional psychology to analyze the social problems obviously affected by the social environment and the psychological related problems of individual members in the society. From the perspective of research methods, social psychology attaches importance to case study on the basis of using traditional psychological research methods. Therefore, sociological research methods such as questionnaire survey, expert consultation, comparative experiment and interview are often used in the research of social psychology. Female consciousness is gender consciousness, which is the understanding of women’s role and status, and the experience of women’s value as human beings. Female consciousness exists in female literature and changes with the development of the times. Female consciousness is prominent in British women’s literary works, and has played an important role in enlightening and leading British women’s female consciousness. The female consciousness in female literary works is not suitable for separate analysis. It should be analyzed in combination with the social environment and female group psychology at that time. Therefore, this study uses the method of social psychology to study the female consciousness in Victorian British female novels, hoping to provide some reference and inspiration for China to stimulate and improve women’s positive psychology through literary works.

Objective: By analyzing the female consciousness in Victorian British female novels, to find out the elements of female consciousness affecting the positive psychology of female groups in female novels at that time, so as to provide some references for guiding the development of female consciousness through literary works in China.

Objects and methods: Collect several famous Victorian British female novels, such as the tragedy of mares, virginity, pride and prejudice, and study these novels to extract the female consciousness that may have an impact on the positive psychology of female groups at that time. Then 35 female consciousness experts and social psychology experts from home and abroad are selected to form an expert group, and these elements are sent to the expert group. Members are required to judge and supplement whether the influencing elements are accurate and whether there are omissions. At the same time, the degree of influence of various factors on the extreme psychology of British women at that time is evaluated. The evaluation is divided into five levels: no influence, slight influence, general influence, obvious influence full impact.

Results: After the members of the expert group reached an agreement, stop the feedback cycle, sort out the final opinions of the expert group, and get Table 1.

Table 1. Statistical results of final opinions of the expert group

Reason	No effect	Slight impact	General impact	Obvious influence	Full impact
Their own inaction is also the cause of tragedy	1	5	6	13	10
Economic status can affect social status	5	8	10	7	5
You can change your destiny	0	3	8	13	11
You don't have to rely on men	9	15	6	3	2
Social customs are not necessarily right	2	7	10	10	6

The figures in Table 1 represent the number of expert groups who believe that the corresponding female consciousness factors will have a corresponding hierarchical impact on the positive psychology of Victorian British women. It can be seen from Table 1 that the expert group believes that “you can change your destiny” and “your inaction is also the cause of tragedy” have the most significant impact on the positive psychology of Victorian British women, and “you cannot rely on men” has the least impact.

Conclusions: From the perspective of social psychology, this study analyzes the elements of female consciousness in British female novels that affect the positive psychology of Victorian British female groups. In the study, firstly, several famous Victorian British women's novels were collected. After reading, the elements that may have an impact on the positive psychology of women at that time were extracted and sent to the expert group for adjustment. The expert consultation results show that the expert group believes that “you can change your destiny” and “your inaction is also the cause of tragedy” female consciousness have the most significant positive psychological impact on Victorian British women. This is because in the context of the Renaissance and the era of great navigation, the concept of “changing fate depends on self-struggle” spread more and more widely, and also affected the female groups at that time. Repeated publicity of these concepts through popular media works such as novels will further stimulate the positive psychology of the majority of female groups to change the treatment of themselves and their social groups.

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AN EMPIRICAL STUDY ON THE CORRELATION EFFECT BETWEEN PRIVATE EQUITY FUNDS AND REGIONAL ECONOMIC DEVELOPMENT FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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Background: Social psychology is a subject that studies the psychological and behavioral conditions of individuals and organizations in the social environment, and summarizes the laws used to solve the corresponding social problems. Social psychology is an interdisciplinary subject of sociology and psychology. Compared with traditional psychology, it focuses on language, friends, family, living environment While the learning environment has an impact on itself, it also pays attention to the communication mode, group behavior norms, group thinking and habits of group organizations at the social level. Because the research object of social psychology involves human organizations, it is necessary to strictly abide by the principle of value neutrality, systematic principle and ethical principle in the process of case study, so as to prevent irrelevant variables affecting the results from being introduced into case study. Private Equity fund (PE) refers to the fund investment in the non-public trading equity of non-listed companies or listed companies through the non-public offering. It is observed that the local economy with more private equity funds in China is developing faster than the whole country. Financial experts have conducted a lot of research on this phenomenon, but they are basically carried out from the economic perspective. However, the private equity funds are operated by people, and the investment objects (i.e., companies) are also managed by people. Their psychological factors will greatly affect their decision-making and judgment. Therefore, it is necessary to study the relationship between private equity funds and regional economy from the perspective of social psychology.

Objective: To analyze the correlation between private fund investment and regional economic development in China, and investigate the social psychology principles that produce this correlation, so as to put forward some suggestions to help develop the economy of backward areas in China.

Objects and methods: Purchase the economic development data of China’s private equity funds and their investment regions in recent 10 years from a data service provider. Clean the data set, and then analyze the correlation between the investment amount of private equity funds in the region and the average annual economic growth rate in the region since private equity investment. Then, 38 heads of relevant government departments and financial experts in the investment area of private equity funds were consulted, combined with the theoretical methods of social psychology, to summarize the psychological reasons for this correlation, and let them evaluate the impact of each psychological reason on this correlation. The degree of impact was expressed in five categories: no impact, slight impact, general impact, obvious impact and full impact, and assigned 1, 2, 3, 4 and 5 respectively. In addition, in the correlation model, the significance level is set to 0.05.

Results: The experimental results of correlation analysis show that there is a positive correlation between the investment amount of private equity funds in the region and the average annual economic growth rate of the region since private equity investment. The fitting effect of linear regression model is the best. At this time, the output correlation coefficient is 0.527, and the *P* value is 0.031, which is less than the significance level. The results obtained by consulting experts are shown in Table 1.

Table 1. Expert consultation results

Reason	Average score of influence degree	Overall impact level interval	Standard deviation of impact rating
Profit seeking psychology	3.79	General impact – obvious impact	0.25
Group psychology	4.16	Obvious influence – full influence	0.27
Halo effect	4.58	Obvious influence – full influence	0.33

The “overall impact level interval” in Table 1 represents the two impact levels closest to the average of the impact level scores of experts. According to Table 1, experts believe that the psychological reasons leading to the positive correlation between private equity funds and economic development mainly include “profit seeking psychology”, “herd psychology” and “halo effect”.

Conclusions: In order to explore the relationship between private equity fund investment and the economic development of the invested region, this study purchased the economic development data of China’s private equity fund and its investment region in recent 10 years from a data service provider, analyzed the correlation between the investment amount of private equity fund in the region and the average annual economic growth rate of the region since private equity investment, and the analysis results showed that there was a positive correlation between the two. Analyzing the mechanism of these reasons from the perspective of social psychology, it can be seen that private fund investment enables the invested enterprises to provide better treatment for talents, which greatly mobilizes the subjective initiative and positive psychology of talents, improves the external impression of enterprises, attracts more investment (halo effect and conformity psychology), and contributes to the better development of enterprises. In addition, after the overall treatment of relevant personnel of the enterprise is improved, they will have greater psychological motivation to consume, so as to drive the development of surrounding consumption and related industries, and continue to attract more people who are eager to change their living conditions to gather in these areas, which will further promote local economic development (profit-seeking psychology) and form a virtuous circle.

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RESEARCH ON THE TEACHING REFORM OF ECONOMIC LAW COURSE IN COLLEGES AND UNIVERSITIES UNDER THE BACKGROUND OF EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology is a branch of social psychology, and it has a close relationship with general psychology, pedagogy, its main research object is in the environment of education, the learning psychology of the educatee, the teaching psychology of the educator. By studying the psychology of educatees and educators, the application of educational psychology can improve teaching methods, stimulate students' learning motivation, assist students to face the difficulties in the process of learning and so on. As educational psychology helps improve teaching methods, teachers and scholars often apply it to the teaching of subjects that are difficult to teach or learn. Economic law, the subject of this study, is such a subject. Because of the economic law in colleges and universities curriculum is complex, involving disciplines background knowledge is broad, the teaching difficult, relevant professional post recruitment requirements higher characteristic, make students learn this course has great mental pressure, they worried he wasn't part of the students a good grasp of curriculum content, worried about being in the job market does not have enough competitive advantage. Even worried about failing the course evaluation, based on these reasons, the produced part of the economic law of college students' employment psychological anxiety, this is not conducive to the students learning course content, is unfavorable to cultivation of talents in colleges and universities, so it is necessary from the perspective of students' learning psychology and education psychology teachers' psychological state in the process of teaching. Thus, it provides some useful thinking for determining the path of course reform of economic law in colleges and universities.

Objective: To analyze the current educational situation of economic law course in colleges and universities in China, including students' learning effect, teachers' teaching mode, training project content, teaching hours, auxiliary teaching tools and teaching environment, etc. So as to understand the shortcomings of economic law teaching, and then design teaching experiments to explore the impact of integrating educational psychology into college economics curriculum reform on students' employment anxiety.

Objects and methods: To consult the teaching contents and employment points of economic law course from the economic law teachers in domestic colleges and universities and the personnel staff in enterprises with management-related recruitment positions. One economic university with certain teaching strength was selected from domestic universities, and 200 college students who were willing to participate in the experiment and suffered from different degrees of employment anxiety were randomly selected as the research objects. The research objects were divided into experimental group and control group. Two teachers with similar teaching experience and teaching style were selected from the school to teach the economic law courses of the two groups of students respectively. The teaching contents were the same, but the teachers in the experimental group were required to pay attention to the observation of students' psychological state and emotional state in the teaching process, and take timely measures to ask the reasons when students have anxiety change teaching methods and encourage students to adjust students' anxiety. The teaching lasts for one semester. All teachers are also required to understand the severity of students' employment anxiety before and after the experiment, and evaluate them in five categories: no anxiety, slight anxiety, medium anxiety, significant anxiety and severe anxiety. Five integers of 1-5 are used to quantify the anxiety level. The way for teachers to investigate students' anxiety level is through semi-structured interview.

Results: After the experiment, the statistical quantitative data of the severity of students' employment anxiety are shown in Table 1. Note that the quantitative data is described in the form of mean \pm standard deviation, and the *t*-test is conducted. The significance level is 0.05.

Table 1. Statistical results of employment anxiety of two groups of students

Group	Before teaching	After teaching	<i>P</i>
Experience group	3.24 \pm 0.17	0.82 \pm 0.25	0.001
Control group	3.25 \pm 0.23	3.26 \pm 0.22	1.173
<i>P</i>	1.248	0.001	-

It can be seen from Table 1 that before the teaching experiment, there was no significant difference in the quantitative score data of the employment anxiety level between the two groups, but after the completion of the teaching, the average quantitative scores of the employment anxiety level of the experimental group and the control group were 0.82 and 3.26 respectively. The former decreased significantly compared with the latter, and the data difference was statistically significant.

Conclusions: In view of the problem that students are prone to employment anxiety after the teaching of economic law course in colleges and universities, this study analyzes the current educational situation of

economic law course in colleges and universities in China, understands the shortcomings in economic law teaching, and then designs teaching experiments to explore the impact of integrating educational psychology into the reform of economics course in colleges and universities on students' employment anxiety. The experimental results show that after the completion of the teaching experiment, the average quantitative scores of the employment anxiety level of the experimental group and the control group are 0.82 and 3.26 respectively. The former has a significant decrease compared with the latter, and the data difference is statistically significant. The results of this teaching experiment show that students' psychological characteristics should be considered in the formulation of the path of economics curriculum reform in colleges and universities, which has certain guiding significance for improving the teaching quality of the curriculum and alleviating students' employment anxiety.

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RESEARCH ON THE REFORM OF UNIVERSITY MANAGEMENT SYSTEM FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY AND UNIVERSITY GOVERNANCE

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Background: The early proposal of educational psychology is an important theoretical idea to help colleges and universities solve teaching problems. In educational psychology, taking college teaching reform as the single purpose, starting from multiple levels such as students, teachers and schools, this paper analyzes the impact of different levels on teaching reform, and discusses the psychological changes in the process of teaching reform and innovation of different groups. Educational psychology believes that in the educational situation, human learning behavior is affected by psychology. In the design of teaching methods, advocates paying attention to students' learning habits and development space, and also emphasizes the changes of teachers' emotions in the teaching reform. Generally speaking, in the teaching process, students' subjective thoughts are the main factors affecting teaching results. Students' subjective thoughts in the teaching process include learning enthusiasm, teachers' recognition and attention to learning content. In the evaluation of teachers in the teaching process, educational psychology takes teachers' professional ability and professional quality as the main factor of teachers' psychological change. Teachers' psychological activities under the two influencing factors determine the normal development of teaching. In the governance of colleges and universities, educational psychology believes that it is necessary to carry out collaborative governance from the two levels of students and teachers. Some studies believe that the relationship between teachers and students in educational psychology can be expressed as that teacher can take psychology as the theoretical basis to formulate teaching curriculum plans, and students can help improve teaching plans through psychological behavior feedback in teaching practice.

The management system of colleges and universities is the practical support of university governance. In the process of social development, the impact brought by social changes will also affect colleges and universities. Therefore, colleges and universities need to formulate a management system suitable for the development of colleges and universities while coping with the social impact. From the development of the management system of colleges and universities, it can be found that colleges and universities often make the final decision in the formulation of the management system and determine the management plan of the school from the leadership level, although this way can better adapt to social changes and help colleges and universities develop sustainably under the impact of society. However, it is undeniable that this way of university management system reform is not universal for students and teachers. In the teaching process, teachers and students are not only unilateral knowledge dissemination, but also an emotional expression, which contains the rich teaching and learning emotions of teachers and students. Therefore, on the premise of meeting the social requirements, how to help colleges and universities formulate a reasonable management system and provide reference for college governance is an urgent problem to be solved. From the perspective of educational psychology and university governance, this paper puts forward the path of university management system reform with comprehensive benefits, so as to provide ideas for university reform.

Objective: This paper discusses the psychological changes of teachers and students under the influence

of educational psychology, analyzes the relevant problems existing in university governance, and explores the reform path of university management system under the influence of educational psychology.

Study design: Taking four colleges and universities of college students in a city as the research object, the teachers' curriculum professional psychology and teaching positive psychology in colleges and universities from the perspective of statistical educational psychology, and the students' learning positive psychology and subject recognition psychology in learning are counted. Cluster analysis is used to explore the common problems of university governance in the four schools. With the help of the psychological changes of teachers and students and the problems of university governance in colleges and universities, this paper puts forward the reform strategy of university management system.

Results: The impact of the psychological activities of middle school students and teachers in four universities on the reform of the university management system is shown in Table 1. It is graded from 0 to 4. 0 means no impact, 1 means slight impact, 2 means general impact, 3 means obvious impact and 4 means full impact. The results show that the psychological activities of teachers and students can significantly affect the system reform of colleges and universities.

Table 1. The influence of teachers and students on the reform of university management system

Project	Teacher		Student	
	Curriculum professional psychology	Positive psychology of teaching	Learning positive psychology	Subject recognition psychology
Reform of university management system	4	4	4	3

Conclusions: The reform of university management system is an important measure to determine the development direction of colleges and universities. How to make the reform of university system more reasonable is what college leaders need to pay attention to. The research starts with educational psychology and university governance. By analyzing the changes of psychological activities of students and teachers in the teaching process, this paper puts forward the humanistic problems that need to be paid attention to in university reform, and puts forward the social problems that need to be solved in university reform by analyzing the problems existing in university governance. The results show that the psychological activities of university teachers and students can significantly affect the reform of university system. Therefore, in the development of colleges and universities, college leaders need to use educational psychology to start with the psychology of students and teachers, and put forward a perfect management system reform path in line with the development of colleges and universities and meet the needs of students and teachers.

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THE INTEGRATION OF INNOVATION AND ENTREPRENEURSHIP EDUCATION AND ENTERPRISE MANAGEMENT IN COLLEGES AND UNIVERSITIES UNDER COGNITIVE IMPAIRMENT

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Background: In the theory of cognitive impairment, shallow cognitive impairment is considered that the cognition of a specific part can be effectively used by cognitive individuals within a certain range, and even produce positive effects. However, when this cognition is transferred to other cognitive fields, it will have a negative or even wrong effect, making the cognition of cognitive individuals deviate. This kind of cognitive impairment is often a barrier that individual cognitive activities are difficult to surpass. It is hidden in individual cognitive behavior, accompanied by cognitive behavior, and most individuals are difficult to realize their cognitive impairment without external warning. This feature is the concealment of cognitive impairment. Once warned by the outside world, cognitive individuals can recognize the existence of cognitive impairment, and then correct the wrong cognition through repeated variant practice, so as to achieve the effect of overcoming cognitive impairment when aiming at specific problems. In addition, shallow cognitive impairment also has the characteristics of continuity and commonality. Continuity refers to that the process of cognitive impairment migrating from one field to another is continuous, and the

cognitive impairment existing in one cognitive field is likely to have a negative impact in other cognitive fields. The commonality of cognitive impairment refers to that the type, time and manifestation of cognitive impairment are very different, and there are commonalities for groups with certain characteristics. In the process of innovation and entrepreneurship education in colleges and universities, students' shallow cognitive impairment seriously affects the learning effect of enterprise management theory. The sources of students' cognitive impairment are diverse. After classification, they can be roughly divided into three kinds. One is that students' nervous system itself has some defects, which lead to cognitive impairment. Second, students' lack of attention in the process of learning enterprise management theory leads to incomplete collection of cognitive content. Third, students are unable to correctly extract and process information in the process of information processing, resulting in obstacles in the process of cognitive processing, although they can collect information completely.

Objective: Through the analysis of the characteristics of students' cognitive impairment in the process of innovation and entrepreneurship in colleges and universities, we can provide a path for the establishment of an education system to intervene students' cognitive impairment, so as to help students improve their learning effect in the learning of enterprise management knowledge, and help students better combine entrepreneurial knowledge with practical management.

Subjects and methods: This study takes the establishment of variable model as the main research means, takes theoretical research as the basis, designs the college entrepreneurship education and enterprise management model under the environment of cognitive impairment by quantifying and substituting different elements into the model variables, and analyzes it with the model as the framework.

Study design: This study divides the cognitive dimension of entrepreneurship education and the dimension of enterprise management, and creates variables according to their causality. On this basis, SEM structural equation model is used to analyze the path of causality correlation mode, and study the mediation effect and regulation effect between different variables.

Methods: This study uses Excel to make descriptive statistics on the relevant data of the study. On this basis, AMOS22.0 software for model data analysis.

Results: The significance analysis results of standardized path coefficient of the model are shown in Table 1.

Table 1. Significance analysis of standardized path coefficient

Route	Standardized path coefficient	<i>P</i>
Individual cognitive impairment pathway	0.07	0.006
Path of classroom cognitive impairment	0.83	0.012
Group cognitive impairment pathway	0.25	0.009
Strategic cognitive impairment pathway	0.51	0.009

In Table 1, those with $P > 0.05$ are not statistically significant, those with $P < 0.05$ are statistically significant, and those with $P < 0.01$ are statistically significant. It can be clearly seen that the P values of the standardized path coefficients of the four paths in the model are below 0.05, which is statistically significant. Among them, the P values of individual cognitive impairment path, group cognitive impairment path and strategic cognitive impairment path are below 0.01, which is statistically significant.

Conclusions: In the process of innovation and entrepreneurship education in colleges and universities, students with cognitive impairment often have difficulty in systematically mastering enterprise management theory and knowledge, resulting in insufficient learning effect. Most of the cognitive impairment symptoms of relevant students are shallow cognitive impairment, which can have a positive impact on students' cognitive impairment in the process of learning enterprise management knowledge from four aspects: personal factors of innovation and entrepreneurship education, classroom factors, learning team factors and teaching methods. Through the adjustment of this educational means, we can fully ensure that students encounter fewer obstacles in the learning process, and provide an effective path for students to improve their learning effect.

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THE INFLUENCE OF PHYSICAL EDUCATION MODEL ON STUDENTS' PSYCHOLOGICAL STATE UNDER EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology is a subject whose main research object is the psychological function relationship and law between students and teachers in the teaching process. In recent years, educational psychology has been widely used in physical education, especially in the process of college physical education. Compared with primary and secondary school students, college students' psychology is more perfect and their individual consciousness is stronger. Therefore, compared with the past teaching methods, it is easier to mobilize students' enthusiasm by using the teaching methods of educational psychology. In addition, physical education based on educational psychology is also one of the important modules to ensure the physical and mental health of college students in the contemporary college education system. Because the process of sports is a process in which students constantly achieve their goals and acquire skills by urging themselves to forge ahead. In the process of physical education in which teachers and students cooperate, the psychological feedback of middle school students is often positive, which is beneficial to the mental health of students. According to the self-efficacy theory, whether an individual chooses to continue the current activities in a specific situation depends on his evaluation and expectation of whether he has the ability to complete the activities. Students are guided by teachers' psychology in the teaching process and choose to continue the training of their own sports skills, which often means students' expectation and affirmation of their own ability. This psychological expectation and affirmation can not only bring results in the physical education classroom, but also derive from the physical education classroom to other activities. Students can bring their expected experience and successful experience in the process of physical education learning into their daily life, so as to achieve the effect of positive feedback through self-training in daily life. This chain psychological reaction starting from the physical education classroom is very beneficial to students' personality development and life experience in the future. Therefore, the construction of college students' physical education curriculum teaching model based on educational psychology is not only beneficial to physical education itself, but also beneficial to students' comprehensive quality and personality development. It is one of the important directions of contemporary teaching innovation.

Objective: Through the combination of educational psychology and college students' physical education, this study explores the psychological configuration of physical education curriculum teaching, so as to help students obtain better psychological experience in physical education while obtaining the motivation of physical education learning.

Subjects and methods: According to the needs and characteristics of the construction of the teaching model of college students' physical education course in educational psychology, this study combines the expert investigation method and analytic hierarchy process to establish the model index system, and endows the weight in the index correlation weight according to the importance of the index, which is used for the measurement between the indexes and the subsequent model correlation analysis.

Study design: This study establishes the teaching model system of college students' physical education curriculum through expert investigation, decomposes the teaching evaluation indexes of college Students' physical education curriculum layer by layer through analytic hierarchy process, and determines the weight distribution of each index. Finally, the model is verified with the data obtained from the survey.

Methods: In this study, Excel and SPSS software were used to sort out and count the research data.

Table 1. Index weight table

Primary index	Primary weight	Secondary index	Secondary weight
Interactive design of physical education classroom	0.0899	Scientific nature	0.3944
		Overall	0.1763
		Feasibility	0.4293
		Environment	0.0764
Interactive implementation of physical education classroom	0.4881	Skill	0.1136
		Content	0.2599
		Student participation	0.2623
Physical education classroom interaction results	0.2574	Skill mastery	0.3713
		OOD health	0.1213

Results: The index weight designed according to educational psychology is shown in Table 1.

The psychological communication between teachers and students is based on classroom interaction. Therefore, the index design of physical education model based on educational psychology focuses on classroom interaction.

Conclusions: By combining educational psychology with college students' physical education and establishing the psychological configuration of college students' physical education curriculum teaching, we can effectively improve the learning motivation of college students in the process of physical education learning and enhance their physique. At the same time, the teaching model of college students' physical education curriculum using educational psychology can also help college students obtain positive psychological experience and psychological hint with self-affirmation in the process of physical education learning. Through relevant psychological experience, college students can bring the positive feedback action principle learned in the physical education classroom into their study and life, so as to improve their self-expectation and self-affirmation in other activities, obtain a better life experience and form an optimistic and sound comprehensive personality.

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IMPROVING THE EDUCATIONAL EFFICIENCY OF RED CULTURE BY IDEOLOGICAL AND POLITICAL COURSES IN COLLEGES AND UNIVERSITIES UNDER THE BACKGROUND OF SOCIAL PSYCHOLOGY

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Background: Based on American experimental social psychology, traditional social psychology studies the diversity and complexity of individual psychology in a specific social environment in the form of experiments. However, with the development of the times, this kind of social psychology, which is divorced from the culture and social culture of the times and exists only in experiments, has been gradually abandoned. Contemporary social psychology is psychology that puts the psychological state of individuals and groups into the era and social background. Its research content is also carried out around the correlation between social psychology and social culture, and there is no psychology divorced from culture. There is no culture that is divorced from psychology. Therefore, from the perspective of social psychology, the education of red culture in the ideological and Political curriculum education in contemporary colleges and universities must be closely related to the psychological state of students. In a specific social environment, social psychology and social culture show a mutually constructed relationship, that is, social-cultural production and social-cultural sharing will affect the psychological tendency of individuals and groups in the social environment to a great extent. This social environment can be either a large social environment or a relatively small but self-contained social environment. Regard the learning environment of colleges and universities as a small and self-contained social environment. The production and sharing ability of red culture in the campus environment is closely related to the psychological acceptance of students. The main platform for the production and sharing of red culture in contemporary colleges and universities is the ideological and political course in colleges and universities. Therefore, by improving the production and sharing mode of red culture in the ideological and political course education in colleges and universities, it is likely to effectively improve students' acceptance of red culture, so as to produce a red cultural atmosphere among students and form a "red culture education circle". Starting from the social culture and social psychology theory in social psychology, this study provides students with an environment for in-depth learning of red culture, improves students' learning enthusiasm and improves the educational effect of red culture by improving the production and sharing path of red culture in Ideological and political education in colleges and universities.

Objective: This study uses the theory of social psychology to help ideological and political education in colleges and universities improve the path of red culture education, so as to improve students' acceptance from a psychological point of view, and then form a "red culture education circle", so as to improve the effectiveness of red culture education.

Subjects and methods: This study mainly uses the correlation analysis method and K-nearest neighbor classification method to classify the learning ways of students in the process of ideological and political education, find the educational ways with the highest influence on students and the highest educational efficiency, and construct the red culture educational strategy on this basis.

Study design: This study uses the K-nearest neighbor algorithm to classify the student groups who use

different ways to recognize the red culture in the process of ideological and political education in colleges and universities, and analyzes the correlation and influence between the influence degree of different ways and the psychological state of students when learning the red culture.

Methods: The data used in this study are mainly obtained from the background of the teaching platform. On this basis, SPSS software is used for data statistics and analysis.

Results: The influence degree of different cognitive approaches obtained after classification on students' learning effect of red culture is shown in Figure 1.

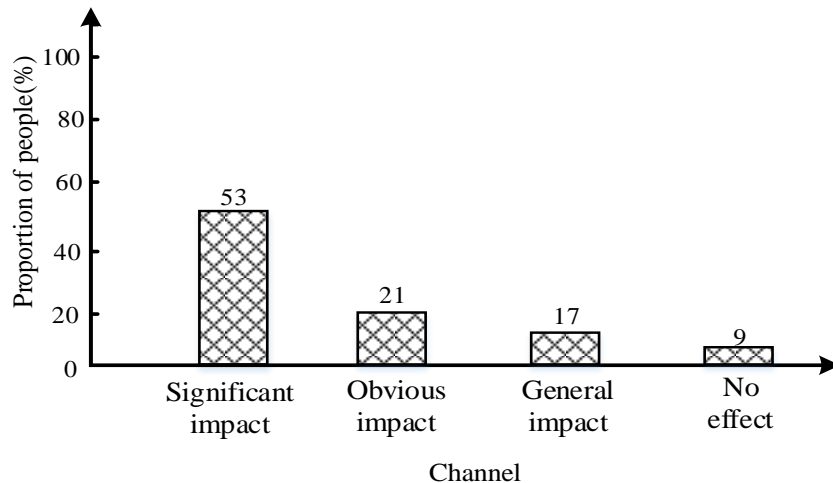


Figure 1. The influence of improving the red education model on students

Figure 1 students whose learning psychology is significantly affected account for 53% of the total number of students, students whose learning psychology is significantly affected account for 21% of the total number of students, students whose learning psychology is generally affected account for 17% of the total number of students, and students whose learning psychology is not affected account for 9% of the total number of students. It can be seen that more than half of the students were significantly affected, and the sum of the significantly affected and significantly affected students reached 74%.

Conclusions: Red culture education is an important practical activity to transform students' psychological state. Traditional education methods lack flexibility, and students' acceptance of red culture is not high. Based on social psychology, this study treats the campus as a micro-social environment with specific rules, applies social psychology and social culture theory to the education system of ideological and political education in colleges and universities, as well as the production and sharing behavior of red culture, and improves students' acceptance and learning enthusiasm of red culture through path innovation and mode innovation, form a "red culture and education circle". This study can provide a reference theoretical and data basis for the formulation of contemporary college students' red culture education strategies, help major colleges and universities optimize the path of the red culture education and improve the efficiency of red culture education.

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PERSPECTIVE OF POSITIVE PSYCHOLOGY THE INFLUENCE OF COLLEGE STUDENTS' INNOVATION AND ENTREPRENEURSHIP ABILITY TRAINING AND EMPLOYMENT GUIDANCE ON STUDENTS' POSITIVE PSYCHOLOGY

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Background: Positive psychology advocates those human beings should treat and interpret human psychological phenomena and psychological problems with a positive attitude, so as to stimulate the inherent potential positive psychological quality and psychological strength of individuals in this way. At the subjective level, positive psychology emphasizes the positive role of individual subjective experience in individual behavior guidance. These individual subjective experiences include but are not limited to

individual happiness, satisfaction, optimism and expectation in the process of behavior. Positive psychology believes that the mutual triggering of positive mentality and positive behavior will form a positive cycle of psychology and behavior, so as to maintain the upward life course of the individual as a whole. At the same time, the long-term accumulation of these positive psychological states will also make individuals produce positive psychological traits such as execution, courage and interpersonal skills. These positive psychological traits are an important factor for individuals to succeed in the social environment. In a social group, the more individuals with positive psychological characteristics, the more conducive the whole social environment is to the formation of healthy families and communities, enterprises with a sense of social responsibility and other factors conducive to social development. In the process of Cultivating College Students' innovation and entrepreneurship ability, the application of positive mentality is just in line with the ideal theoretical state of positive psychology. To introduce the psychology behavior cycle theory of positive psychology into college students' innovation and entrepreneurship education, we first need to clarify college students' entrepreneurial goals, clarify the direction for college students' future employment, and have their own goals. College students' efforts will be easier to obtain positive feedback and form an expected positive subjective experience. In the allocation of entrepreneurship teaching, we should add more practical courses, strengthen college students' positive psychological experience, and consciously cultivate college students' positive psychological characteristics in the continuous and repeated positive psychological experience. These characteristics will become the cornerstone of college Students' success in the future.

Objective: This study substitutes the positive psychological behavior cycle theory of positive psychology into the cultivation of college students' innovation and entrepreneurship ability and employment guidance education, so as to provide students with positive psychological experience, form positive psychological characteristics, help students improve their entrepreneurial ability and comprehensive quality, and point out the direction for students' future employment.

Subjects and methods: This study combines the fuzzy analysis method with the factor analysis method. Through the quantitative evaluation of the elements of college students' innovation and entrepreneurship ability and positive psychological elements, the quantitative indicators are formed, and on this basis, the factor analysis method is used to analyze the relationship and action mode between the quantitative indicators.

Study design: This study conducted an experiment by carrying out a new innovation and entrepreneurship course for college students, collected interview data on the psychological state of college students during the course, transformed the course framework and students' ability into relevant indicators, and conducted quantitative evaluation by using fuzzy evaluation method. It also analyzes the relationship and function between psychological factors and students' entrepreneurial ability under the curriculum framework.

Methods: In this study, students participating in entrepreneurship guidance courses were recruited by means of campus network application, and the courses were carried out on the basis of informing the experimental contents, and the interview data were collected by Excel.

Results: The analysis of entrepreneurial ability training elements in innovation, entrepreneurship and employment guidance education is shown in Figure 1.

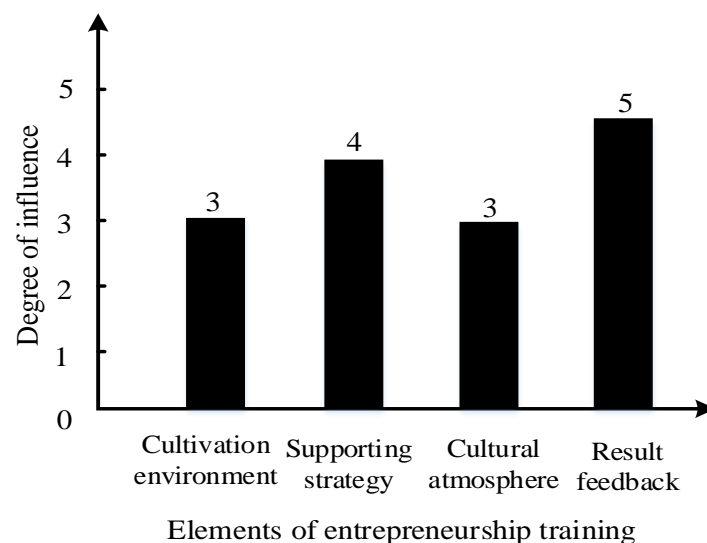


Figure 1. Influencing factors of entrepreneurial ability

Among the four main entrepreneurial ability training elements in Figure 1, the entrepreneurial achievement feedback has the greatest impact on students' entrepreneurial ability, reaching level 5, and the impact is the most significant. The second is the supporting training strategy, reaching level 4, which has a significant impact. The cultivation environment and cultural atmosphere are of level 3 influence. It can be seen that the actual positive result feedback can effectively promote the formation of students' positive psychological state, and then achieve the effect of improving students' innovation and entrepreneurship ability.

Conclusions: Positive psychology plays a subtle role in cultivating college students' entrepreneurial ability. By making use of the characteristics of positive psychology to create a sufficient practical environment for students in innovation and entrepreneurship education and employment guidance for college students, and giving positive feedback to college students in the practical environment, we can help college students form a positive psychological state, and use the repeated positive feedback process to increase the positive psychological characteristics of college students, provide psychological basis for students' future entrepreneurial success. By applying the theory of positive psychology to the cultivation of entrepreneurial ability and employment guidance, we can arouse students' internal psychological strength to solve external entrepreneurial problems, make students respond to entrepreneurial demands with behavior, and achieve good training results.

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ON THE CRIMINAL LAW REGULATION OF TELECOM NETWORK FRAUD CRIME UNDER PSYCHOLOGICAL VISION

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Background: As one of the psychological products of human beings, the emergence and existence of criminal law largely follow the basic psychological laws of human beings. In Freud's psychological theory, there are two kinds of instincts: the instinct of life and the instinct of death. The psychological instinct of life is essentially the self-protection instinct of human beings in order to continue the ethnic group, and the psychological instinct of death is essentially the destructive instinct of human beings. As an external destructive behavior, crime can be regarded as the release of psychological destructive instinct, while criminal law regulation is relatively the practice of self-protection psychological instinct. In psychology, criminal law is necessary. Therefore, with the development of telecom network, the telecom network fraud produced in human society should also be regulated. In modern cognitive psychology, the existing knowledge and information structure in people's psychological cognition plays a decisive role in human behavior and cognition, that is, the existing knowledge in people's psychological cognition can determine whether people confirm the existence of a goal and how to achieve it. For example, murder is a serious illegal act, which violates the most basic psychological needs of human self-protection and human psychological instinct. Therefore, the vast majority of social individuals will have a clear psychological understanding of the concept of "illegal murder". However, as a new type of crime rising with the development of telecommunication network, with the development of telecommunication network in recent years, telecommunication network fraud gradually presents the trend of frequency and diversity. Therefore, many social individuals, including criminals, lack the most basic psychological cognition, which leads to the most basic difficulty in the process of criminal law regulation, that is, the psychological cognition difficulty of the concept of criminal law. At the same time, the cognition and regulation of a new type of crime can be realized not only in the legal norms, but also in the psychological behavior norms of social individuals, so as to achieve a good social restraint effect.

Objective: From the perspective of psychology, this study analyzes the psychosocial nature and criminal law path of the new crime type of telecom network fraud, and strives to provide a psychological theoretical basis for the criminal law regulation of telecom network fraud, improve the psychological and criminal law cognition of the public, and optimize the criminal law regulation path from the perspective of social psychology.

Subjects and methods: This study uses the method of combining a large number of sample survey and support vector machine classification to analyze the impact of criminal law norms on social groups at the social psychological level from the perspective of social people's psychological cognition of telecom fraud crime from the perspective of criminal law.

Study design: This study uses the way of street survey to collect a large number of sample data. The main content of the collected information is the relevant content of the social masses' psychological cognition of telecom fraud crime from the perspective of criminal law. On this basis, support vector machine algorithm is used to classify the sample groups with nonlinear characteristics, so as to assist in analyzing the psychological impact of the criminal law regulation of telecom network fraud crime on different social groups.

Methods: During the impact analysis, this study quantifies the impact degree into the form of impact grade, which is divided into five grades from grade 0 to grade 4. The impact degree of elements increases with the increase of grade.

Results: The influence degree of criminal law regulation of telecom network fraud crime on various social and psychological functions is shown in Figure 1.

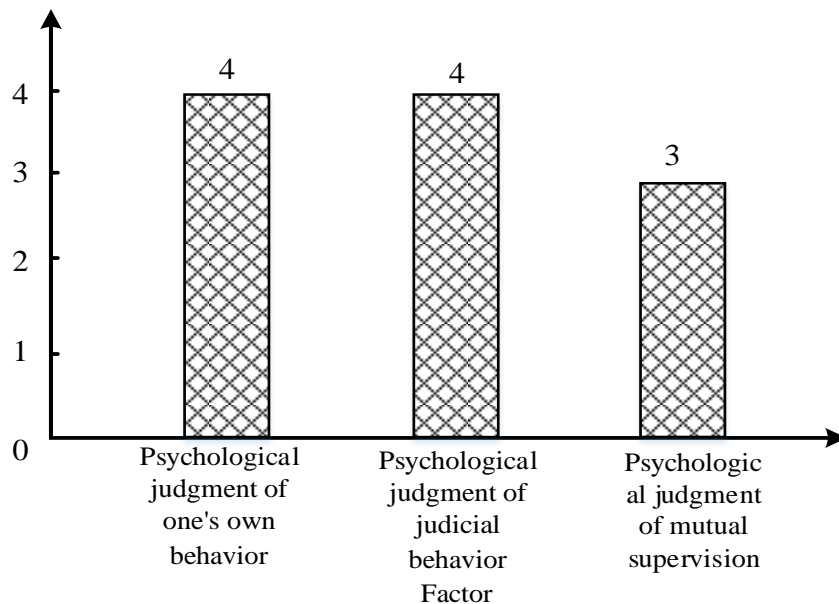


Figure 1. Social psychological function of criminal law regulation

In Figure 1, among the three social psychological functions of psychological judgment of social individuals' own behavior, psychological judgment of judicial behavior and psychological judgment of mutual supervision of social individuals, the psychological judgment of their own behavior and psychological judgment of judicial behavior are the most affected by the criminal law regulation of telecom network fraud, and the influence level reaches level 4, which constitutes a significant impact, while the psychological judgment of mutual supervision of social individuals only reaches level 3, constitute a significant impact. It can be seen that the criminal law regulation of telecom network fraud can have an impact on the psychological cognition of social groups from two aspects: the judgment of their own behavior and the judgment standard of judicial behavior.

Conclusions: Most social groups still lack specific understanding of telecom network fraud, a new criminal means rising with modern network technology. Through the regulation of criminal law, we can regulate the cognitive psychology and actual behavior of social groups from the perspectives of legal norms and social psychology. This paper comprehensively standardizes the behavior of telecom network fraud crime from three functional perspectives: the judgment standard of social individual's own behavior, the judgment standard of judicial behavior and the judgment standard of social individual's mutual supervision, so as to control the spread of new telecom network fraud crime.

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THE VOLATILITY EFFECT OF INTERNATIONAL FINANCIAL MARKET UNDER THE BACKGROUND OF SOCIAL PSYCHOLOGY

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Background: In social psychology, cognition refers to the information processing process including feeling, intuition, thinking, memory and other elements in the process of social individuals acquiring and applying knowledge. The cognitive decision-making process will also produce deviation according to the individual's own special and different ability to process information. Within the scope of social groups, the consensus with characteristics generated among different individuals may also change the self-decision-making of other minority individuals and form group decision-making. This kind of decision-making behavior is generally reflected in human investment psychological behavior. When financial market investors face investment decisions, they often have psychological deviation due to the fluctuation of international financial market, senior investment psychological preference and other factors. This psychological deviation can be roughly divided into the following types: herd behavior, which is reflected in that when the information obtained by investors is asymmetric or incomplete in the social environment, investors will question their decision-making basis at the psychological level and follow the overall decision-making of large-scale social groups. Behavioral preference refers to a set of relatively fixed investment models established by investors based on their familiarity with investment behavior. In most cases, investors only invest based on their own investment model. Overconfidence means that investors believe in their optimistic judgment excessively when facing the external environment, and the investment expectation is always higher than the expected level expressed by market changes. Disposal effect, that is, the behavior of investors is not based on the conclusion of rational thinking and trade-off, but out of more urgent motivation. Anchoring effect, that is, the long-term decisions made by investors often change to a certain extent due to the frequent fluctuations of the actual situation. Remorse avoidance effect: investors who have experienced remorse are prone to impulsive behavior of avoiding remorse due to psychological stress effect. The greedy effect, that is, investors' attitudes change dramatically with the drastic changes in the external environment. When the external changes give investors better information signals, investors' psychological expectations will rise sharply and take action immediately, and their psychological tendency is more radical. The above types of social psychological tendencies are reflected in the fluctuating environment of the international financial market. Through the research on the psychological tendency and psychological motivation behavior of investors in the fluctuating environment of the international financial market, we can provide a certain psychological theoretical basis for market supervision.

Objective: This study analyzes the psychological state of investors under the fluctuation environment of the international financial market and the psychogenic behavior caused by psychological deviation from the perspective of social psychology, and then studies the motivation and influence relationship between the fluctuation of the international financial market and the social psychology of investors, so as to provide an idea for the supervision of psychogenic behavior of investors in the international financial market.

Subjects and methods: This study uses the combination of quantitative research and the VAR model to study the relevance and influence by combining the indicators of international financial changes with the social and psychological indicators of investors.

Study design: This study first selects the international financial market and investors' social psychological indicators through qualitative analysis, then quantifies the qualitative indicators, establishes a VAR model with the help of international financial market indicators, investors' social psychology and confidence indicators, and discusses the dynamic relationship between variables through this model. Then it analyzes the two-way interactive relationship between investors' social psychology and the fluctuation of international financial market.

Methods: In this study, when analyzing the interactive relationship of data under different indicators, due to the large relationship between data dimension and numerical level, the data standardization method is adopted for unified processing.

Results: The social psychology of investors is affected by the fluctuation of financial market, as shown in Figure 1.

Figure 1 analyzes the three main psychological types of investors: conformity psychology, preference psychology and expectation psychology. Among them, preference psychology and expectation psychology are significantly affected by financial market fluctuations, while conformity psychology is significantly affected by financial market fluctuations.

Conclusions: Fluctuations in international financial markets often have a significant impact on the psychological state of investors. As a social individual with limited rationality, the psychological deviation caused by the fluctuation of the international financial market is likely to lead to the deviation of rational expectation and even actual utility, and the collection of group psychological deviation in the financial market will further lead to systematic deviation in the international financial market. Therefore, effective control of investors' social psychology can correct investors' psychological deviation from a cognitive

perspective, and then indirectly play the effect of supervising the international financial market.

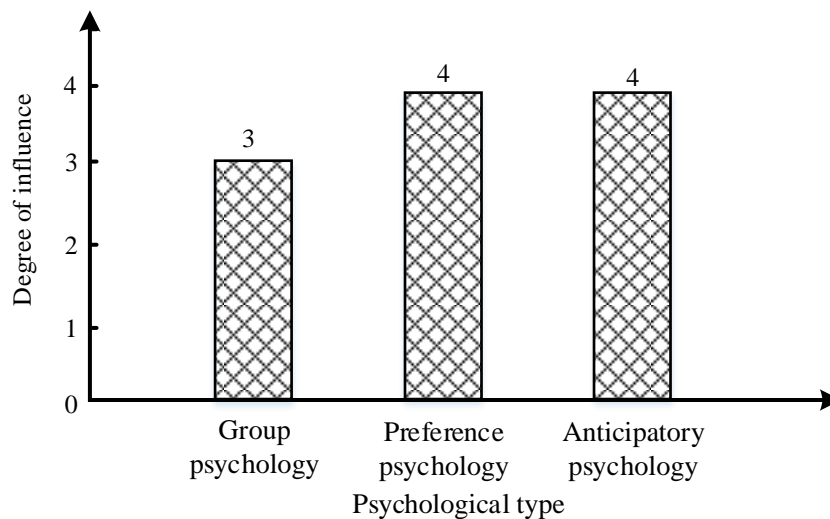


Figure 1. Analysis of investors' psychological impact

Acknowledgement: The research is supported by: 2020 Basic Scientific Research Ability Improvement Project for Young and Middle-aged Teachers in Colleges and Universities in Guangxi: 'Research on the Financial Support System of Guangxi Free Trade Zone under The Construction of New International Land-Sea Trade Corridor' (Project No. 2020KY55001).

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THE INFLUENCE OF VIRTUAL REALITY COURSE OF DIGITAL MEDIA MAJOR ON STUDENTS' LEARNING PSYCHOLOGY IN COLLEGES AND UNIVERSITIES

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Background: Educational psychology is a science that accurately reflects the psychological changes of students and the psychological function relationship between teachers and students in the process of education. Under the function of educational psychology, teachers can adjust the teaching mode according to students' psychological state, and then help students form a positive cycle of learning psychology and more efficient learning habits. The constructivist psychological education method in educational psychology holds that with the development of students' intelligence and theoretical knowledge, there is a development range of learning achievements in the student union, which is a psychological behavioral feedback cycle of efficient learning and efficient return. The goal of psychological teaching is to mobilize students' internal learning ability and enthusiasm through teachers' psychological guidance, make them build their own framework, and maintain the positive cycle of learning psychology and learning behavior in an efficient area. In this process, students' learning ability and knowledge structure ability are regarded as developable constants, so students' learning results mainly depend on students' psychological enthusiasm and subjective initiative. The way of students' psychological enthusiasm is mainly the sense of pleasure and immersion brought to students by the learning process. The learning atmosphere and rhythm in the teaching process will have a strong impact on students' enthusiasm. On this basis, appropriate psychological incentive method is also helpful to students' positive psychology. In terms of students' subjective initiative, students' learning motivation depends on their deep recognition of learning content and learning behavior. From a psychological point of view, the satisfaction of students' psychological needs can skillfully improve students' motivation. In the teaching of digital media specialty in colleges and universities, virtual reality course, as a high-tech teaching means, can help students maintain a sense of immersion and freshness in the learning process, mobilize students' learning enthusiasm and subjective initiative, and use the characteristics of virtual reality to help students recognize and understand the knowledge system more three-dimensional in the teaching process. Promote students to shape a more comprehensive and

three-dimensional thinking ability, and provide students with a new learning experience different from traditional education.

Objective: This study analyzes the psychology of college students majoring in digital media from the perspective of educational psychology, applies the virtual reality course to the curriculum system reform, improves students' learning enthusiasm through the virtual and interactive characteristics of the virtual reality course, and provides students with a more immersive learning experience.

Subjects and methods: This study combines the factor analysis method with the grid subdivision algorithm, designs the virtual reality curriculum through the grid subdivision algorithm, and analyzes the relationship between students' learning psychology and the characteristics of virtual reality teaching of digital media specialty through the factor analysis method.

Study design: According to the characteristics of virtual media, the course is designed in the form of virtual reality. On this basis, the psychological state and learning effect of students in the process of curriculum learning is recorded in the form of pilot curriculum, and on this basis, the correlation characteristics between curriculum elements and students' psychological elements in the process of virtual reality teaching are analyzed by factor analysis.

Methods: This study uses Excel to count the psychological data of college students majoring in digital media.

Results: The analysis results of students' psychological impact at different levels are shown in Figure 1.

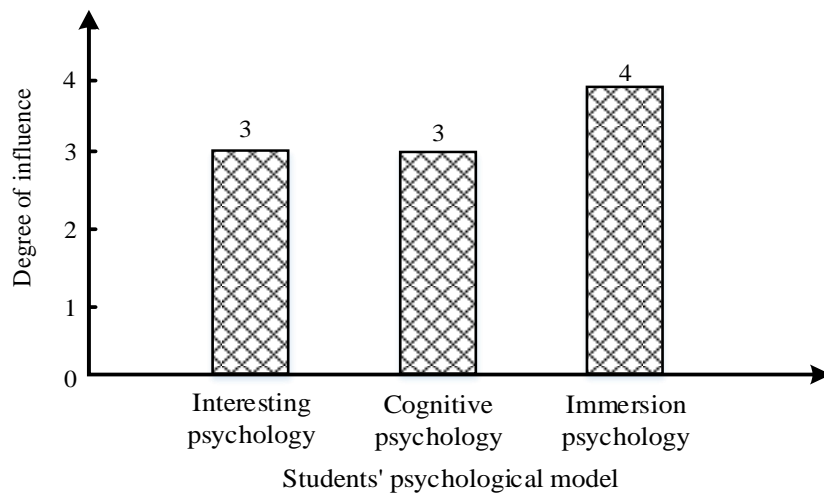


Figure 1. Analysis of students' psychological influence

Figure 1 among the three psychological modes of interest psychology, cognitive psychology and immersion psychology of middle school students, the influence degree of interest psychology and cognitive psychology is level 3, which constitutes a significant influence, while the influence degree of immersion psychology is level 4, which constitutes a significant influence. It can be seen that the virtual reality curriculum system can best affect college students majoring in digital media in terms of immersion psychology, so that students can obtain a sense of learning immersion, and then improve the learning experience and learning effect

Conclusions: Virtual reality, an emerging technology, is beneficial to improve students' learning experience from the psychological level, and then help students form a positive learning feedback cycle from the perspective of psychological incentive behavior. Digital media courses combined with virtual reality technology can be taught in a more three-dimensional and appropriate way, which is more conducive to students' cognitive understanding. At the same time, the establishment of a virtual reality curriculum system is also beneficial to the students majoring in digital media to improve their learning freshness and enthusiasm. In the learning process, it provides students with a more immersive learning experience beyond the traditional forms of education, so as to help students form their subjective initiative in learning and improve their learning effect from both direct and indirect perspectives.

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THE INTERVENTION EFFECT OF CULTURAL APPRECIATION OF TOMB MURALS ON GROUPS WITH COGNITIVE IMPAIRMENT IN THE HAN AND TANG DYNASTIES

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Background: Cognitive impairment refers to that the cognitive ability of social individuals being inconsistent with the general cognitive ability of individuals of normal age or normal education level, but individuals still have a certain degree of daily living ability and do not have dementia symptoms. In the early description of the clinical characteristics of cognitive impairment, the identification of cognitive impairment requires the existence and persistence of subjective memory impairment for more than half a year. At the same time, the objective memory and learning ability are significantly reduced, and the overall cognitive ability does not meet the criteria for dementia. With the progress of the times, the concept of cognitive impairment with memory impairment as the main connotation has been gradually expanded. The scope of cognitive impairment includes not only forgetting cognitive impairment, but also non-forgetting cognitive impairment. With the expansion of the scope of inclusion, there is a significant decline in phased cognitive ability (including the decline of subjective self-cognitive ability experience and the decline of cognitive ability under objective judgment of others). However, individuals whose daily activity ability still belongs to the normal category can be included in the category of cognitive impairment. This includes a variety of cognitive impairment groups between normal aging and dementia, such as memory impairment, executive ability disorder, attention disorder and so on. These symptoms intersect and are extremely unstable, which form the common precursor symptoms of a variety of dementia diseases. Some people with cognitive impairment have congenital cognitive deficiency in the face of cultural information, that is, it is difficult to effectively extract, recognize and remember abstract information. In modern society with high cultural popularity, people with cognitive impairment belong to one of the physiological vulnerable groups. As one of the excellent traditional Chinese cultures, the cultural value of the tomb mural culture in the Han and Tang Dynasties cannot be effectively conveyed to the groups with cognitive impairment. Therefore, this study studies the cultural appreciation of the tomb mural culture in the Han and Tang Dynasties for the groups with cognitive impairment, and puts forward the auxiliary strategies for cognitive impairment by analyzing the characteristics of cognitive impairment. So as to help the groups with cognitive impairment more effectively accept and understand the cultural value of tomb murals in the Han and Tang Dynasties.

Objective: This study analyzes the cognitive difficulties in the process of appreciating the tomb murals of the Han and Tang Dynasties by the groups with cognitive impairment, and then establishes a popular auxiliary strategy for cultural appreciation of the groups with cognitive impairment to help the groups with cognitive impairment understand and appreciate the tomb mural culture of the Han and Tang Dynasties.

Subjects and methods: This study combines the support vector machine algorithm with the usability evaluation technology to analyze the psychological characteristics, find the psychological correlation elements, establish the psychological overall planning model and analyze the effectiveness of the psychological model in order to study the auxiliary strategy of cultural appreciation of tomb murals in Han and Tang Dynasties.

Study design: In this study, patients with cognitive impairment were selected for the experiment of appreciating tomb murals in the Tang Dynasty, and the characteristics of cognitive impairment in the process of appreciating tomb murals in the Han and Tang Dynasties were classified by using support vector machine algorithm. On this basis, the psychological cognitive model of appreciating tomb murals in the Han and Tang Dynasties was established. Finally, usability evaluation technology is used to evaluate the effectiveness of the psychological cognitive model of tomb mural appreciation.

Methods: This study used online eye-tracking technology to record the eye movement data of experimental participants, and combined the data with the results of psychological interviews.

Results: The results of patients' psychological cognitive performance are shown in Figure 1.

The psychological cognitive performance of patients used in this study is divided into memory psychological cognition, understanding psychological cognition, loving psychological cognition and participatory psychological cognition. To a large extent, the four psychological manifestations can show the cognitive depth changes of patients with cognitive impairment. Memory represents the shallowest psychological cognition, while participating representatives can participate in group discussion, which is the deepest psychological cognition. Among them, the cognitive number of understanding sexual psychological cognition reached 62, with the largest number. It can be seen that the largest number of patients are in the second level of cognition, and some of them have not formed a psychological preference for arrival.

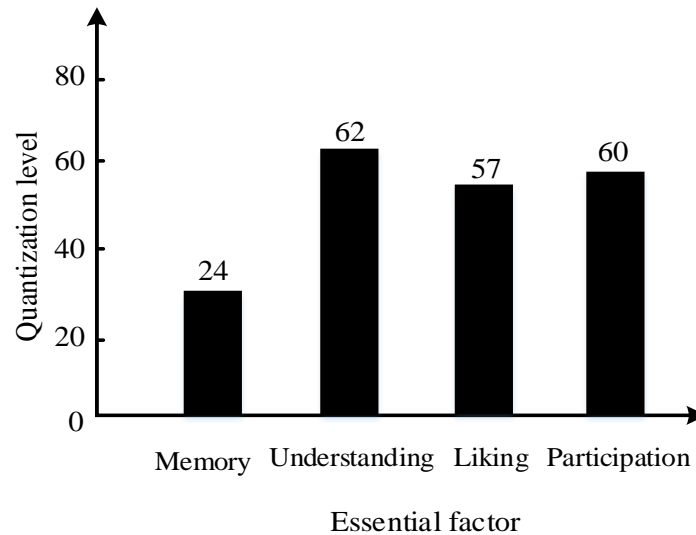


Figure 1. Psychological cognitive performance of patients

Conclusions: Due to their physiological cognitive defects, patients with cognitive impairment will encounter various obstacles in the appreciation of tomb murals in the Han and Tang Dynasties, making it difficult for them to understand the cultural value of murals. By analyzing the characteristics of patients' psychological cognitive impairment when appreciating murals, we can obtain the key cognitive elements of patients, establish a cognitive auxiliary model, help patients understand the cultural value of tomb murals in the Han and Tang Dynasties, promote the cultural dissemination of Chinese traditional culture among social vulnerable groups, and provide a basis for the establishment of a traditional culture promotion society traditional culture provides part of the theoretical basis for a sharing society.

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RESEARCH ON THE APPLICATION OF ADVANTAGEOUS CARRIERS AND INTRODUCTION STRATEGIES OF CROSS-CULTURAL EDUCATION IN ENGLISH TEACHING FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology is a subject whose main research object is the psychological law of students. In educational psychology, students' learning behavior and learning results often depend on students' psychological factors, which mainly take emotion and motivation as the main driving force of learning progress. However, in cross-cultural education, students' English learning achievement depends not only on the emotional motivation of their own subjective initiative, but also on the psychological impact of the external learning environment on students. In the process of English learning, students' individual psychological variables, psychological differences caused by language acquisition environment, psychological acceptance of cross-cultural language and other psychological factors will have a serious impact on students' English learning. In the part of the differences of students' individual psychological variables, students' purpose of learning cross-cultural language will have a significant impact on their learning behavior. In the process of learning English, students' psychological non acceptance and non-recognition of cross-cultural language is likely to be an important reason why it is difficult to improve their learning results, most students who are difficult to learn English well lack internal motivation because they are difficult to find the purpose of learning English at the psychological level. The concept of going abroad for further study, which has a strong purpose, will continue to be based on the motivation of students' self-supervision at the psychological level to promote the improvement of students' learning achievements. In addition, the environment of language learning also determines the effect of students' English learning. Students living in a cross-cultural environment from an early age will promote their cultural and emotional development and the transformation of psychological concepts through the second language when they first contact the social communication network. This transformation provides help for

students to achieve better second language learning results. In the process of English cross-cultural teaching, teachers should actively make use of the impact of these external psychological factors on students' English learning process, optimize the learning carrier, strengthen the introduction effect of English learning, so as to promote students' acceptance of English and improve the effect of English learning.

Objective: This study starts with the internal and external psychological factors of students in the process of cross-cultural second language learning, and improves the effect of students' learning introduction by optimizing the production conditions of external positive psychological factors, so as to promote students to improve their English ability.

Subjects and methods: This study combines neural network algorithm with comparative analysis to classify students with psychological characteristics in the process of English learning, and compares the psychological states of students with cross-cultural education and ordinary students without cross-cultural education.

Study design: In this study, cross-cultural education courses are tried out in colleges and universities, and on this basis, the learning process data of students are obtained through the teaching background system of colleges and universities. The psychological states of English students who participate in cross-cultural education and those who do not participate in cross-cultural education are compared, and the psychological characteristics of different individuals are classified by neural network algorithm, In the classification and comparison, it analyzes the psychological advantages formed by students in the learning process under the intervention of cross-cultural education.

Methods: This study uses the background of colleges and universities to obtain students' learning materials, and uses algorithm programs to classify.

Results: The comparison results of the positive effects of different educational psychological elements on students are shown in Figure 1:

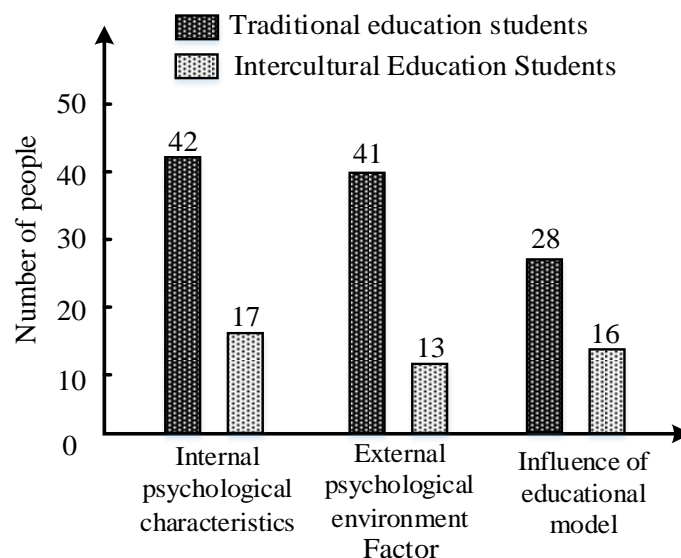


Figure 1. Comparison of positive effects of educational psychological elements on students

In Figure 1, among the students who adopt cross-cultural education, the number of students whose internal psychological factors have a positive impact on their English learning effect is 42, the number of students whose external psychological factors have a positive impact on their English learning effect is 41, and the number of students whose personality guiding factors have a positive impact is 28. The number of students in the category of 13 psychological factors is lower than that in the category of traditional psychological factors. The number of students in the category of 13 psychological factors is the same as that in the category of 13 psychological factors. It can be seen that cross-cultural education has stronger advantages in students' internal psychology, external environmental psychology and personality guidance factors. It can give students stronger psychological guidance, form the amplification effect of educational factors at the psychological level, and help students form stronger learning motivation.

Conclusions: In the process of English teaching, compared with traditional education methods, cross-cultural education can not only provide students with internal psychological driving force, but also provide students with an external environment to contact the second language culture. Internal and external factors act on students' psychological level, which can more effectively help students improve their psychological acceptance of the second language and form their second language thinking cognition, Provide help for English learning.

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EXPLORATION AND OPTIMIZATION OF THE CONSTRUCTION PATH OF ECOLOGICAL CIVILIZATION EDUCATION FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: In the initial subject of educational psychology, “epiphany”, as an important sign of psychological changes in the learning process, has always been a psychological activity phenomenon pursued by educational psychology. With the gradual development of educational psychology, the complexity and diversity of students’ cognitive development ability in the process of education have been gradually recognized. How to achieve a good teaching effect through the application of psychological law has become the main topic of educational psychology. In the more traditional educational psychology theory, students’ intellectual development level, learning motivation and learning strategies are important factors affecting students’ learning behavior. Learners’ intellectual development level determines students’ learning degree and learning speed, and learning motivation can become the internal driving force of students’ active learning and help students maintain a subjective initiative of active learning. In the face of new knowledge and difficulties in the learning process, a pleasant attitude is helpful for students to have a more sober and comprehensive view of learning behavior in the learning process, and it is also the basis for students to develop learning strategies. With the development of educational psychology, the cultural path of educational psychology has gradually evolved. The core problem of cultural path in educational psychology lies in the guiding role of situational view in students’ situational cognition in the process of learning. Compared with the traditional didactic education, the education method with situational characteristics is easier to convey specific and applied information to students, and promote students to mobilize the existing knowledge in cognition to think in a new situation. This situational cognition is affected not only by students’ knowledge system, but also by the cultural environment in which students live. Through the construction of ecological civilization education, students can create a cultural environment with ecological civilization as the main proposition, and then create a cognitive situation of ecological civilization, so that students can apply their existing knowledge to this new situation and solve new problems.

Objective: This study creates an ecological civilization situation through the construction of ecological civilization education, and integrates students’ cognitive framework into this situation, so as to help students establish the concept of ecological civilization, promote students to understand the necessity of ecological civilization and learn the knowledge of ecological civilization.

Subjects and methods: This study combines support vector machine classifier with experimental intervention methods to analyze the correlation factors and influence degree between students’ psychological state and ecological civilization education by classifying and comparing differences.

Study design: This study uses support vector machine algorithm to classify students’ psychological states in the process of ecological civilization knowledge learning, and tests the impact of students’ different psychological deviation states on ecological civilization knowledge learning through experimental intervention, and then puts forward the path and strategy of ecological civilization education construction on this basis.

Methods: In the process of analyzing the influence of factors, this study adopts the five-level quantitative method, which is divided into five levels from level 0 to level 4. The higher the quantitative level is, the more significant the influence is.

Results: The impact of ecological concept on students’ psychological state is shown in Figure 1.

Figure 1 quantifies the impact of students’ ecological concept on their psychological state. It can be seen that the cultivation of ecological concept can help students improve their psychological cognition of ecological concept at the psychological level, enhance their sense of belonging to ecological and cultural atmosphere, and cultivate students’ psychological expectation for the positive development of ecological culture and ecological society.

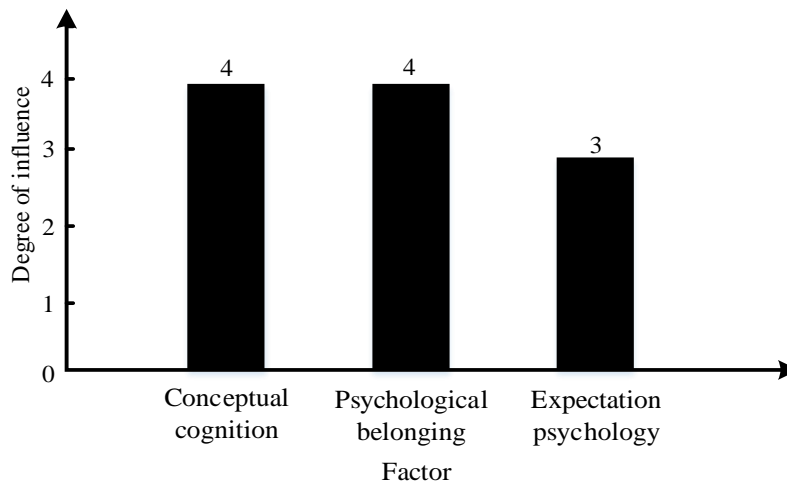


Figure 1. Voltage and current waveform comparison

Conclusions: Due to the differences in the concept influence of students in the process of growth, they will have different psychological deviation states in the process of receiving ecological civilization education. These psychological deviation states may have an impact on ecological civilization education. This study analyzes the heart rate deviation of students in the process of ecological civilization learning, so as to provide targeted construction basis for the construction of ecological civilization education. The results show that students' psychological cognitive deviation, knowledge and behavior transformation deviation and lack of ecological belonging may lead to students' insufficient psychological acceptance of ecological civilization education and affect the learning effect. Therefore, we should make great efforts to popularize ecological knowledge, give full play to the main channel role of psychological education, strengthen the penetration of the concept of ecological civilization in various professional courses, and strengthen the construction of cognitive situation of ecological civilization from all aspects, so as to provide environmental advantages for students' ecological civilization learning.

Acknowledgement: The research is supported by: The Project of Philosophy and Social Science Research in Colleges and Universities in Jiangsu Province (No. 2021SJA198), "Research on the Integration of Ecological Civilization Education into Ideological and Political Education in Local Comprehensive Universities"; The Project of Graduate Education and Teaching Reform and Practice of Yangzhou University (No. JGLX2021_009), "Exploration and Practice of Improving Graduates' Innovation Ability in Scientific Research based on the 'Soil Hospital' Platform"; Project of Chinese National Steering Committee of Agricultural Graduate Education (No. 2021-NYYB-13), "Exploration on Professional Practice of "Soil Hospital" to train Rural Revitalization Talents with "One Understanding and Two Loves".

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AN ANALYSIS OF THE IMPACT OF THE "FAMILY" CULTURAL EDUCATION MODEL OF THE ACADEMY SYSTEM IN INTERNATIONAL COLLEGES AND UNIVERSITIES ON THE PSYCHOLOGICAL PLIGHT OF MULTINATIONAL STUDENTS

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Background: In international education, cross-cultural psychological adaptation has always been one of the main research topics. In psychology, cross-cultural psychological adaptation refers to the process in which social individuals or social groups reconstruct their psychological cognition in the process of responding to the external needs of the new cultural environment when they reach a new cultural environment. There are only two ways for individuals to adapt to the external environment in a strict psychological way. Ultimately, there are only two ways for individuals to adapt to the external environment, and there is no psychological correct result. Another result is that individuals cannot successfully reconstruct their psychological cognition, resulting in the state of resisting the external social environment for a long time. The individual's good psychological adaptation process will play a positive role in promoting

their mental health. The individual's psychological personalized variables can match the life change time of the external society and the prediction of social support. At the same time, they show a semi-naturalized state in the continuous psychological experience. Individuals who maintain inner resistance to the external social environment will inevitably encounter various difficulties in their daily life because they are difficult to integrate into the local culture. It is easy for multinational students to have similar problems when they study in Chinese universities. Through the "home" cultural education of college system in colleges and universities from the perspective of internationalization, it can help multinational students overcome the period of cross-cultural psychological adaptation from a cultural perspective, solve students' daily learning and life difficulties and mental health needs, and provide multinational students with a good environment to integrate.

Objective: This study analyzes the cross-cultural psychological adaptation difficulties of multinational students, and analyzes the impact of "home" cultural education of college system on the daily learning life and mental health of multinational students from an international perspective, so as to provide mode optimization strategies for the international college system education model.

Subjects and methods: This study adopts the K-nearest neighbor algorithm and model building method. In the research process, the K-nearest neighbor algorithm is used for classification. At the same time, the whole person psychological development scale and college system identity scale are compiled, and on this basis, the college system student psychological development model is established. By analyzing the functional relationship of the elements in the model, this paper studies the advantages and disadvantages of the "family" cultural education mode of college system in colleges and universities from the perspective of internationalization.

Study design: This study uses the K-Nearest Neighbor algorithm to classify the psychological integration difficulties and cultural integration difficulties faced by multinational students, and combines the psychological difficulties faced by multinational students with the psychological education mode of "home" cultural education mode of college system in colleges and universities, it also puts forward the optimization path and strategy of multinational students' psychological education under the "family" cultural education mode of college system in colleges and universities.

Methods: SPSS19.0 was used in this study make statistics on the scores of students' psychological development dimension under the "family" cultural education mode of college system in colleges and universities.

Results: The psychological dilemma of multinational students are shown in Figure 1.

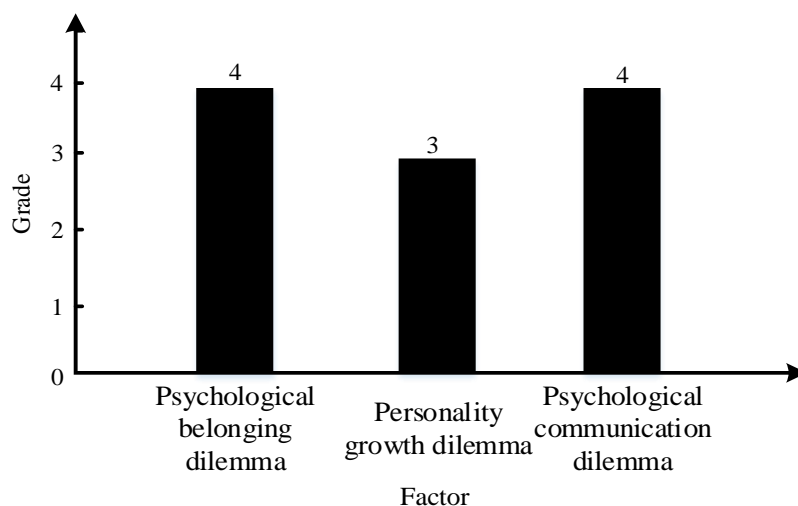


Figure 1. Degree distribution of psychological distress

Figure 1 from the analysis of three kinds of multinational students' psychological development dilemmas: psychological belonging dilemma, personality growth dilemma and psychological communication dilemma, it can be seen that among the three kinds of multinational students' psychological dilemmas, psychological belonging dilemma and psychological communication dilemma have a relatively large impact on multinational students' psychological development, while personality growth dilemma has a relatively small impact on multinational students' psychological development. The college can help students overcome their psychological difficulties from three aspects.

Conclusions: Multinational students often have difficulties in cross-cultural psychological adaptation during their study because of social and cultural differences. By analyzing the psychological adaptation of

multinational students, this study provides mode optimization strategies for the “home” cultural education mode of college system in colleges and universities from the perspectives of moral cultivation, learning motivation, psychological attribution and self-awareness, so as to help multinational students successfully pass the period of cross-cultural psychological adaptation. It provides a solution platform for the learning and living difficulties and psychological confusion caused by cultural differences in the daily life of multinational students, and provides theoretical support for the development of international college system “home” culture of domestic colleges and universities in line with the actual psychological situation of multinational students.

Acknowledgement: The 2021 Shaanxi University Student Work Research Project was approved, and the Project title is Research of University Establishing “Family Culture” Cultivating Mode from an Internationalization Perspective; No. 2021XKT13.

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THE INFLUENCE OF TRADITIONAL VILLAGE LANDSCAPE DESIGN ON TOURISTS’ TOURISM PSYCHOLOGY UNDER ENVIRONMENTAL PSYCHOLOGY

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Background: According to the theory of environmental psychology, at the psychological level, human individuals have a great degree of consistency with the environment, that is, human beings require the environment to change due to their own needs, and the environment also has the ability to change human beings. Therefore, the starting point of harmonious coexistence between human and environment is the change of the concept of consistency between human and environment. In modern people’s environmental psychology, this consistency is often ignored because human beings will give priority to their own needs at the level of psychological cognition, such as individual financial needs, physiological preferences, changes in cognitive ability, and even individual needs caused by social factors. In the process of giving priority to needs, human beings subconsciously attribute the environment to constants that are difficult to change at the psychological level, and then ignore its impact on themselves. This misconception is still very common even in modern times. In environmental psychology, the interaction between human and environment is divided into two dimensions, namely, the cognition of interaction and the behavior form of interaction. In the two dimensions, there are two force directions of positive force and negative force respectively. By combining the two dimensions with the forces in two directions, we can get four models of psychological interaction, namely interpretation model Evaluation model, operation model and response model. The cognitive model of individual and the interpretation of the main characteristics of personality. The evaluation model mainly involves personal psychological tendency and attitude towards the environment. The operational model mainly involves the relationship between individual psychological activity space and environmental space. The response model mainly involves the positive or negative psychological perception of individuals in the environment. This study applies the concept of environmental psychology to the landscape design of traditional villages, and analyzes the psychological preferences of tourists in the process of tourism from the perspectives of interpretation, evaluation, operation and response, so as to lay a theoretical foundation for the landscape design of traditional villages and provide an optimized path for the development of traditional rural tourism industry.

Objective: This study analyzes the psychological needs of tourists for traditional villages and the psychological changes in the process of playing through environmental psychology, and applies it to the traditional village landscape design of the rural tourism industry to help the rural tourism industry improve the landscape design level and design a traditional village landscape more in line with the psychological needs of tourists.

Subjects and methods: This study combines the clustering algorithm with the factor analysis method, extracts the leading factors from the complex and diverse psychological states of tourists, and based on the leading factors, combines the traditional village landscape design with environmental psychology to study in the form of factor analysis.

Study design: This study uses the clustering algorithm to cluster the tourists’ personal psychological preferences in the traditional village tour, and finally forms several psychological preference classifications that dominate the tourists’ tour experience. On this basis, the elements of tourists’ psychological

preferences and the elements of traditional village landscape design are analyzed together through the element analysis method.

Methods: This study uses clustering algorithm program to cluster the psychological state of traditional village tourists, uses Excel table to sort out and count the element data, and uses the five-level quantitative method to analyze the impact analysis. The higher the level, the higher the degree of impact.

Results: The impact of tourists' psychological preference on the landscape design of traditional villages is shown in Figure 1.

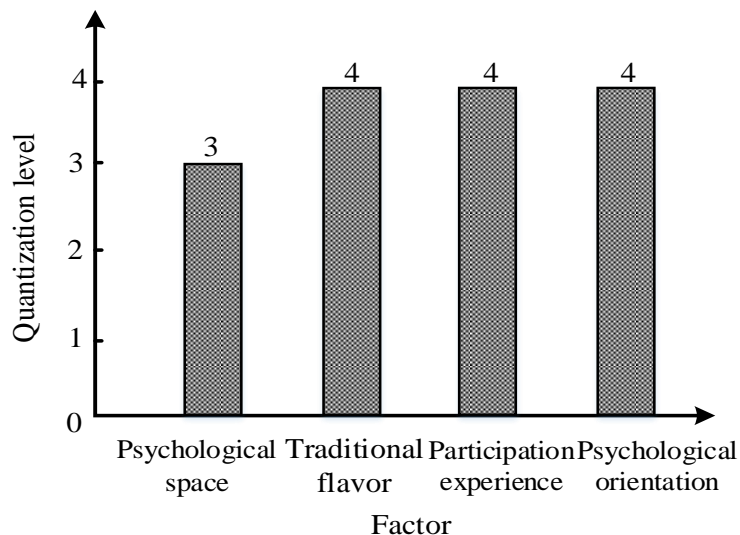


Figure 1. Tourist psychological elements

In Figure 1, among the four psychological elements of tourists' psychological space, aesthetic preference, participation experience and psychological guidance, the three psychological elements of aesthetic preference, participation experience and psychological guidance have a greater impact on the landscape design of traditional villages, reaching level 4, while the psychological space only reaches level 3. This is because the scope of tourists' personal psychological space is constantly changing according to environmental changes, and each individual has different measurement methods. However, aesthetic preference, participation experience and psychological guidance dominate the psychological experience of tourists in the process of traditional village tour, so it is more important.

Conclusions: In the landscape design of the tourism industry, the psychological factors of tourists are very important. If we can't grasp the psychological needs of tourists, we can't design a landscape welcomed by tourists. Starting from environmental psychology, this study analyzes the psychological state of tourists in the process of visiting the traditional village landscape, and extracts the tourists' psychological preferences in terms of psychological space, aesthetic preference, participation experience and psychological guidance, so as to provide a psychological theoretical basis for the traditional village landscape design of the tourism industry. Help the tourism industry to enhance the tourist attraction of self-designed traditional village landscape.

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THEORETICAL ANALYSIS AND SKILL EXPLORATION OF COLLEGE ENGLISH TRANSLATION TEACHING FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: With the help of psychological theory, educational psychology analyzes and intervenes the

psychological laws and change characteristics of both subject and object in teaching under specific circumstances, and is of great significance to teaching design, teaching scheme, teaching means and teaching motivation guidance in the teaching process. Educational psychology is the application and expression of psychological theory in the field of education. On the premise of respecting students' individualization and difference, it actively intervenes and guides students' knowledge learning ability, personality development and talent training means. At the same time, educational psychology takes building morality and cultivating people as the educational concept and adheres to people-oriented as the teaching purpose. It can provide psychological science theoretical basis for curriculum setting and provide ideological guidance for teachers to improve teaching quality and teaching means. The teaching process is essentially a process of interaction and progress between both sides of teaching. With the help of educational psychology, we can choose appropriate teaching means and methods on the basis of understanding the psychological characteristics of teaching subjects and educational psychology, so as to improve teaching quality and efficiency. As far as foreign language teaching is concerned, various schools of pedagogy in history have directly established their own theoretical systems based on the corresponding psychological views. In China's current higher education, the cultivation of students' English ability has gradually become one of the key directions of education, and English translation is an important way for students to understand English and master English learning methods. However, in the current English translation teaching in colleges and universities in China, the limitation of teaching materials and the lack of teaching theory system make the classroom less interesting, the enthusiasm of students' participation is poor, and the teaching effect is not satisfactory. The students' innovation and application of English teaching methods are limited to a certain extent. Therefore, the intervention of English translation teaching means and programs with the help of educational psychology theory can help students better understand English translation theory and skills. Furthermore, students' anxiety, anxiety, resistance and other negative emotions and mental diseases caused by the difficulty of professional learning can improve their mental health level and emotional regulation ability.

Objective: To analyze the teaching problems and learning psychological laws of students in the process of English translation teaching with the help of educational psychology. And grasp the students' theoretical cognition and skills in English translation, and improve their psychological problems and negative emotions caused by professional learning problems.

Research objects and methods: The research takes English majors in a university as the research object. It collects information on the learning problems and needs of college students and the current situation of English translation teaching, and then improves and optimizes the college English translation teaching model to build a new model that meets the psychological needs of students and the characteristics of English teaching. And test the improvement of students' psychological status with the new teaching model.

Method design: With the help of principal component analysis, this paper makes a factor analysis on the influencing factors affecting the effect of English translation teaching, and then optimizes the classroom model, teaching means, teaching resources and teaching practice of English translation teaching, so as to analyze the changes of learning quality and professional ability of the experimental subjects in four months. The data before and after the experiment are compared and analyzed to explore the theory and skill teaching model of college English translation teaching from the perspective of educational psychology and the improvement of students' psychological problems.

Methods: SPSS22.0 analysis tool to process the experimental data, extract the influencing factors by principal component analysis, and analyze the changes of students' learning situation and psychological emotion before and after the experiment with the help of the new teaching classroom model.

Results: From the perspective of educational psychology, improving the current college English translation teaching classroom is helpful to grasp the teaching focus and breakthrough, improve students' understanding of English translation theory and skills, and further improve their professional ability. The results show that the college English translation education classroom under the improvement of educational psychology can greatly improve students' learning initiative and creativity and improve their professional quality on the basis of grasping students' needs. Table 1 shows the changes of students' psychological emotion before and after the improvement of classroom teaching mode.

Table 1. Changes of students' psychological emotion before and after the improvement of classroom teaching mode

Learning psychological emotion	Anxiety	Depression	Uneasiness	Resistance
Before improvement	35.35±4.62	27.16±3.35	24.25±7.53	22.86±3.48
After improvement	17.68±3.17	14.37±1.26	11.34±5.101	12.24±4.24

Conclusions: Educational psychology can effectively grasp the psychological law and teaching law of

teaching subject and object, teach students according to their aptitude, teach without category, and greatly improve the teaching level and quality. College English translation course is of great significance for students to understand English and improve their English level. Therefore, teachers should actively change their inherent concepts, actively integrate educational psychology into the teaching process, help students master more translation skills, improve their professional ability and comprehensive quality, and better adapt to the development requirements of the times for talents.

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A STUDY ON THE INFLUENCE OF PRAGMATIC FAILURE CAUSED BY LOGICAL BARRIERS IN CROSS-CULTURAL COMMUNICATION

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Background: Thinking logic refers to the ability to observe, compare, analyze, summarize, judge and reason things with scientific logical methods, and then accurately and orderly express our thinking process. It is an important tool for us to recognize and guide the objective world. As a cognitive process with mathematical characteristics, thinking logic emphasizes the logic between things. It is an important embodiment of the unity of external things and their own cognitive level. It has high requirements for people's language organization ability and thinking expression ability. The differences of education level, age structure and self-cognition level will make individual thinking show different thinking and cognitive habits at different stages and times. When an individual is carrying out cognitive activities, it will produce thinking logic obstacles under the influence of the confusion of thinking starting point, the fuzziness of thinking image, the deviation of thinking direction and the confusion of thinking logic, which will make it difficult for objective things to appear normally in the human brain, which is manifested in the abnormality of thinking process and thinking content. Thinking logic disorder mostly refers to the lack of certain logicity and coherence in the connection of language organization. It often has the symptoms of poor thinking, slowness, mandatory thinking, pathological restatement and delusion. It is often manifested in pathological symbolic thinking, new words, logical wrong thinking and sophistry thinking. Its essence is that thinking deviates in the process of information processing and processing. Thinking logic disorder will not only affect people's thinking ability and cognitive ability, but also make them lack comprehensiveness and objectivity in the analysis and treatment of problems, affect the depth and breadth of things evaluation, and seriously doubt their own behavior and affect people's normal life.

When using local language for communication, there is often no semantic ambiguity or pragmatic failure to cause thinking logic obstacles. Language communication ability and organizational ability are the concentrated embodiment of thinking logic, while "cross-cultural communication" refers to the communication between people with different language backgrounds and languages, which is an embodiment of comprehensive competitiveness. It is also a comprehensive test of language users' language application ability in the process of communication. However, in the current college English education, teachers ignore the cultivation of students' language expression ability and communication ability, and students are unable to understand the logical connotation in English culture in cross-cultural communication learning and practice due to the lack of relevant language background learning and differences in language habits, resulting in pragmatic failure. Therefore, exploring students' pragmatic failures in cross-cultural communication from the perspective of thinking logic disorder will help to enhance students' confidence in English understanding logic and language communication, and then alleviate their symptoms of thinking logic disorder, which has important practical significance and guiding value.

Objective: Starting from the characteristics of students' thinking logic and the current situation of English teaching, this study focuses on the cultivation of students' cross-cultural communication ability, and carries out targeted teaching and intervention according to their existing language logic problems, such as language background learning and dialogue training, so as to improve the teaching mode, so as to continuously improve students' thinking logic obstacles and improve their professional ability and mental health.

Research objects and methods: The study takes 900 English Majors in three universities as the research object, collects information and evaluates their thinking logic level, thinking misunderstanding and cross-cultural communication level, and then explores the correlation between thinking logic obstacles and

English cross-cultural communication ability with the help of association rule algorithm. And according to the problems and needs of the research object in English teaching, so as to improve students' pragmatic failure and thinking logic misunderstanding in cross-cultural communication.

Method design: Explore the correlation between thinking logic ability and English cross-cultural communication level with the help of association rule algorithm, and carry out group teaching intervention according to students' cross-cultural communication learning status and thinking logic characteristics. The experiment lasted for eight weeks. After the experiment, the students' thinking logic improvement and cross-cultural communication level were collected and processed.

Methods: The deviation between the expression of logic and the expression of logic will affect the input and output of thinking. The research uses an association rule algorithm to explore the correlation between thinking logic ability and English cross-cultural communication level, and intervenes the research object with targeted teaching means, so as to analyze the improvement of students' thinking logic with the help of statistical analysis tools, and obtain the experimental results.

Results: People's thinking activities include four aspects: thinking association, thinking logic, thinking reasoning and thinking content. When people output information, they will process and process it in their mind in advance. If there are problems such as abnormal thinking process and illogical logic, there will be thinking logic obstacles. The communication ability and communicative ability of language are the display of thinking logic. The fluency and rationality of thinking logic language will affect the accuracy of language information output. Intercultural communicative competence is the ability to make rational use of language on the basis of a certain understanding of language. The deep-seated connotation of language expression is to reorganize and reproduce language information on the basis of grasping the deep-seated connection of thinking logic. Exploring the pragmatic failure caused by the thinking logic barrier in cross-cultural communication ability, it can help to reduce the logical confusion and other problems existing in the process of language use, so as to improve the thinking expression ability and improve the thinking logic barrier. Table 1 shows the scores of each dimension of students' thinking logic disorder before and after the experiment.

Table 1. Statistics on the difference of students' thinking logic scores before and after the experiment

Representation dimension	Before the experiment	After the experiment
Thinking processing bias	25.24±2.43	12.77±2.49
Confusion of thinking logic	28.42±2.77	8.28±2.63
Coherence of thinking language processing	22.43±2.05	11.22±3.83

Conclusions: The communicative competence of language and culture not only refers to the improvement of language expression ability, but also requires students to master the corresponding basic cultural knowledge and cultural background. The cross-cultural communicative competence not only reflects the students' ability to use the language, but also reflects the logic and fluency of information processing. With the help of college English teaching reform to improve students' cross-cultural communicative competence, it will help to improve students' ability of language organization, adaptability and speculation, deeply grasp the logic and internal relationship of English language, and strengthen their ability of information processing. Then reduce the thinking logic obstacles such as language errors and improve the level of mental health.

Acknowledgement: The research is supported by: Guangdong Philosophy and Social Science Foundation Project (No. GD18XWW17).

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TELLING CHINESE STORIES WELL IN THE CONTEXT OF COGNITIVE PSYCHOLOGY: INNOVATIVE EXPRESSION OF CULTURAL VARIETY SHOWS

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Background: Cognitive psychology is a psychological trend rising in the West in the mid-1950s. It is a psychological mechanism as the basis of human behavior. Its core is the internal psychological process between input and output. It aims to study the operation of memory, attention, perception, knowledge

representation, reasoning, creativity and problem-solving. For the category of cognitive psychology, there are two versions: broad sense and narrow sense. The broad sense believes that cognitive psychology is the advanced psychological process of human beings, while the narrow sense believes that cognitive psychology is the process of information processing. In this process, the psychological mechanism based on human behavior is the information processing between information input and output. Modern cognitive psychology believes that human activities are a unified whole of interrelated and interactive cognitive elements, rather than a single and one-sided. Different individuals have different cognitive states of the same thing, and people's cognitive activities are very vulnerable to the interference of external things and the influence of mental and psychological state, showing different forms in different stages. Cognitive psychology helps us understand and perceive the world, and as a psychological intervention theory, it can guide us to give better play to creativity and innovation in real life. Mastering the learning methods and psychological laws of cognitive psychology will help us speed up the speed of cultural input and output on the basis of understanding the operating mechanism of cognitive psychology, and better create spiritual and cultural works that meet the cognitive needs. At the same time, there is a close relationship between mass media and audience sexual psychology, which is the embodiment of demand and satisfaction theory. The audience's psychology is affected by the audience's personality, age structure, demand level, psychological expectation and other factors, and will have different psychological expectations and sensory experience in the process of watching the program. At the same time, an in-depth understanding of the impact of the audience's demand level, personality type, psychological expectation, behavior motivation and other factors is conducive to grasp the connection point between the audience's psychological characteristics and media management, so as to reduce the risk for the number, direction, theme, presentation effect and style of program production, and realize media health. Since the general office of the CPC Central Committee and the general office of the State Council issued the opinions on the implementation of the inheritance and development project of Chinese excellent traditional culture, accelerating literary and artistic creation is one of the key tasks of inheriting Chinese excellent traditional culture. The majority of literary and artistic creators should not only pay attention to the combination of excellent traditional culture with artistic values and the requirements of the characteristics of the times, display in rich and diverse artistic forms, but also adhere to the creative transformation of culture Innovative development. The presentation of the content of many cultural variety shows has marked that the innovative development of traditional culture has entered a new stage. However, in the process of its development, the interpretation of cultural connotation and humanistic value of artworks is not deep enough, and some content expressions flow on the surface of culture, which is difficult to strengthen people's participation, interaction and innovation of traditional culture.

Objective: The audience's personality includes five aspects: emotional stability, extroversion, openness, easygoing and prudence, and the audience's psychological demand level for variety shows changes. Different psychological expectations will affect their starting point and psychological preference for media themes. From the perspective of cognitive psychology, strengthen the innovative expression of cultural variety shows, make them create a cultural form more in line with the public's favorite and cognitive needs, and meet the level of the audience's psychological needs, so as to guide the correct establishment of the public's cognitive value and the improvement of the psychological mechanism.

Research objects and methods: 200 students majoring in editing and directing in a film academy were selected as the research objects. By collecting their evaluation views on the current cultural variety show and their own cognitive status, taking the spread of classics as an example, they were then taught about the content of cognitive psychology, and asked to produce a small video of cultural variety show within 10 minutes after learning. In order to evaluate the changes and differences in the cognitive level of the subjects.

Method design: The subjects were randomly divided into learning group and non-learning group. The difference lies in whether they learned the background knowledge of cognitive psychology. The experimental time is four weeks. Then, video creative works are used to evaluate the influence of cognitive psychology on the creative ideas of cultural variety, the expression forms of traditional culture and the unique perspective of telling Chinese stories.

Methods: The association between cognitive psychology and literary creation was explored by association rule algorithm with the help of SPSS22.0 statistical tools to analyze the differences of the data of the experimental subjects.

Results: Using cognitive psychology to analyze the creative means and ideas of literary and artistic works is helpful to help students understand the expression of traditional culture, provide new ideas for their creative and communication methods, and it is easier to guide the public to establish correct values and improve their psychological cognition level with excellent works on the basis of grasping the psychology of the audience. Table 1 shows the statistical differences of cognitive performance of experimental subjects in different groups.

Table 1. Statistical differences in cognitive performance of experimental subjects in different groups

Evaluating indicator	Study group	Non learning group	t	P
Satisfaction of public cognitive needs	4.79±3.56	3.10±2.88	2.77	0.042
Innovative expression of traditional culture	5.84±2.13	3.07±1.54	3.68	0.039
Guidance of correct values	9.67±3.12	2.46±2.31	4.94	0.001

Conclusions: The audience’s expectation of the program will also affect their psychological changes. In addition to pursuing the satisfaction of entertainment needs, the educational function of knowledge acquisition to make up for their own limitations is also one of the manifestations of the audience’s needs. When inheriting excellent traditional culture, cultural variety shows should actively absorb what can be used for reference under the principle of openness and inclusiveness, constantly enrich cultural connotation and spiritual value, and pay attention to the consideration of audience’s psychological and emotional value in subject selection, content presentation, program production and editing, so as to effectively adjust audience’s emotion and sensory experience. At the same time, strengthen the integration of cognitive psychology into the creative ideas of literary and artistic works, and create excellent works in line with people’s cognitive habits and ways of thinking, so as to enhance their value guidance and cultural identity to the public when resonating with the audience, improve their cognitive level and ability, and meet their expected psychological motivation and needs for literary and artistic variety.

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ANALYSIS ON THE STRATEGY OF CULTIVATING PROFESSIONAL FARMERS FROM THE PERSPECTIVE OF POSITIVE PSYCHOLOGY

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Background: There are differences between positive psychology and traditional psychology, which studies psychology from a positive perspective. The research angle of positive psychology is just opposite to that of negative psychology. The research angle of negative psychology is negative orientation. As a new research field of psychology, positive psychology advocates the study of human virtues such as optimism and progress. Through the way of positive psychology, guide the individual’s attention to pay attention to the positive aspects of things. Positive psychology emphasizes adhering to scientific principles and using scientific methods to guide the positive psychological quality of individuals, so that individuals can have a positive attitude, bravely face difficulties and fight them to the end. The positive psychological qualities of individuals include honesty, courage, persistence, optimism and so on. Through positive psychology to guide individual psychology and stimulate the inherent strength of human nature, relevant education, training and other activities can be carried out more effectively and smoothly. The goal of positive psychology is to explore and study the good development factors such as individuals and groups. Under the action of these influencing factors, it can promote the improvement of human life quality, which is conducive to the good development of their physical and mental health, and then promote the prosperity of society.

Professional farmers refer to farmers who take agriculture as their profession. These farmers have relevant professional skills, and their professional income comes from agricultural production and operation. In traditional agriculture, farmers are limited by land, the scope of their activities is closed to a certain extent, and their income is low, which depends on heaven to a certain extent. The weather often determines the income of rural farmers, which greatly restricts the development of rural economy. Therefore, the cultivation of professional farmers has epoch-making significance, which can change the traditional agricultural mode, increase the scope of farmers’ activities by cultivating farmers’ professional skills, improve the activity of professional farmers, and make agriculture have stronger anti-risk ability. However, due to the limitation of farmers’ knowledge level, there are great difficulties in the process of cultivating professional farmers. There are differences in farmers’ understanding ability, insufficient ability to absorb and accept knowledge, slow speed and long time, which will attack farmers’ learning enthusiasm. Therefore, from the perspective of positive psychology, we should use scientific methods to actively guide the learning attitude of professional farmers, cultivate their positive psychological quality and improve their learning efficiency. It also analyzes the cultivation strategies of specific professional farmers.

Objective: Understand the problems existing in the learning process of farmers, apply positive psychology to the cultivation of professional farmers, help professional farmers learn knowledge and

professional skills, improve farmers' learning psychology, cultivate farmers' positive psychological quality, enhance their self-confidence in the learning process of professional skills, and study relevant strategies. Through on-demand teaching, improve farmers' attention and make them more proactive in the learning process. Understand the relevant conditions of local agriculture, rural areas and farmers, and comprehensively grasp them. On this basis, carry out scientific and reasonable cultivation of professional farmers. In the process of cultivation, the combination of long-term vocational training and field practice allows farmers to apply the learned professional skills in the process of practice, improve learning efficiency and further improve farmers' learning enthusiasm.

Subjects and methods: 100 rural residents were randomly selected from 4 villages understand their income sources, crop cultivation and their attitude towards learning agricultural professional skills, and record relevant data. Through fuzzy evaluation, the influence of professional farmers' cultivation strategy on professional farmers' learning enthusiasm, learning initiative and learning efficiency from the perspective of positive psychology is carried out. 1-5 grades are adopted. The higher the score, the greater the degree. The relevant data are processed by SAS software.

Results: In order to change the traditional agricultural mode, the concept of professional farmer was put forward. Considering the low learning efficiency and low learning enthusiasm of farmers in the process of cultivating professional farmers, positive psychology is applied to the strategy analysis of cultivating professional farmers, and relevant strategies are designed and formulated on this basis, so as to improve the enthusiasm and initiative of professional farmers and cultivate their positive psychological qualities such as self-confidence and sense of achievement in professional skills. Among them, the on-demand strategy has the greatest impact on the learning enthusiasm of middle-aged farmers, with a score of 5. The relevant results are shown in Table 1.

Table 1. The influence of professional farmers' cultivation strategy on farmers' learning enthusiasm

Age group	Teach on demand	Vocational training	Practical activity
Youth	4	5	5
Young and middle-aged	4	4	5
Middle age	5	4	5

Conclusions: In response to the rural revitalization strategy, the state suggests cultivating professional farmers. By using the knowledge of positive psychology to mobilize farmers' learning enthusiasm and improve farmers' learning initiative, farmers can obtain good learning effect and learn the professional technology they need in the process of cultivating professional farmers, so as to promote the development of rural economy.

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THE INTEGRATION OF TRADITIONAL ART DESIGN AND MODERN ART UNDER THE BACKGROUND OF COGNITIVE PSYCHOLOGY

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Background: As a discipline in the field of psychology, cognitive psychology can be traced back to Plato's philosophical speculation. It was not until the 1950s that Donald Broadbent established the basic theoretical framework of cognitive psychology and began to move towards science. Cognitive psychology is a science that explores the laws of thinking, memory, learning, attention and perception in the process of cognition. The difference between modern design cited by cognitive psychology and traditional art design lies in the cognitive process of perceptual subject. In traditional art design, the cognitive process of traditional art including color is simplified as a stimulus-response, which is a simple and primitive logical structure. Cognitive psychology can be divided into two types: broad sense and narrow sense. The narrow sense of cognitive psychology holds that it is a science of information processing. In a broad sense, cognitive psychology includes information-processing psychology, psychologism school and structuralism psychology. Structural cognitive psychology originated from the cognitive development process of children obtained by psychologists in continental Europe. Psychologism refers to the speech of behaviorist psychologists. They analyze the memory and perception of complex phenomena and study the influencing factors of memory function. Cognitive psychology explains brain processes based on long-term memory, which is controlled by

attention and emotion and gives meaning to short-term memory or stimuli.

This will have a very negative effect on people's life, work and study. There are many problems caused by different cognition in the combination of modern art and design with traditional aesthetics, which can be reflected in the poor integration effect of modern art and design, the narrow application scope of traditional aesthetics and so on. Painting, calligraphy, paper cutting and other arts, as traditional Chinese aesthetic arts, have become works in line with people's aesthetics through funeral etiquette and festival customs. Traditional art is a very important folk art. It has obvious and strong modeling characteristics, regional characteristics and universality of the masses. Combining traditional art with modern art design for development and inheritance is of great positive significance. The combination of traditional art in modern art design has the characteristics of diversified forms of expression and extensibility in other design fields. In the process of modern art design, the integration of traditional art is reflected in the following aspects: modern illustration and traditional art, film and television creation and traditional art, advertising design and traditional art, packaging design and traditional art, book design and traditional art. Therefore, the combination of modern art and traditional art is considered to be the most popular field for designers in the future, which helps to improve the integration effect of traditional elements of modern art.

Objective: In order to analyze the effect of the integration of traditional art design and modern art on residents' cognitive psychology, this paper aims to provide constructive suggestions for the improvement of people's cognitive psychology.

Research objects and methods: 100 residents in a certain area were selected as the research object. The effect of the integration of traditional art design and modern art on people's cognitive psychology was evaluated by support vector machine algorithm. The experimental duration was 1 month. Set the evaluation index as correlation degree, and quantify the correlation degree through five levels of 0-4. The numerical numbers 0, 1, 2, 3 and 4 respectively mean no correlation, slight correlation, general correlation, serious correlation and complete correlation. The evaluation contents include long-term memory, attention, thinking, speech and appearance. In order to ensure the rationality and reliability of the final result, the average value of the audience used is selected as the final result.

Methods: Through BMDP data analysis software, this paper analyzes the effect of the integration of traditional art design and modern art on people's cognitive psychology.

Results: Table 1 refers to the effects on people's cognitive psychology before and after the integration of traditional art design and modern art. On the whole, in the five cognitive psychologies of long-term memory, attention, thinking, speech and image, the correlation degree of the five cognitive psychologies after the integration of traditional art design and modern art increases gradually with the increase of time. Therefore, the integration of traditional art design and modern art plays a positive role in the improvement of cognitive psychology.

Table 1. The effect of the integration of traditional art design and modern art on people's cognitive psychology

Mental health indicators	After 1 month	After 2 months	After 3 months
Long-term memory	72.0	81.0	86.0
Attention	72.0	82.0	88.0
Thinking	71.0	82.0	85.0
Speech	74.0	82.0	89.0
Appearance	73.0	78.0	88.0

Conclusions: Under cognitive psychology, the integration of traditional art design and modern art has an excellent improvement effect on people's cognitive psychology, especially in the four psychological cognition aspects of long-term memory, attention, speech and image. The proposed design scheme integrating modern art has a certain promotion value and can play a considerable role in the field of follow-up modern design.

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THE INFLUENCE MECHANISM OF BRAND PERSONALITY ON CUSTOMER PERCEIVED VALUE BASED ON PSYCHOLOGY

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Background: In today's social situation, the acceleration of economic development makes the enterprise competition increasingly fierce, and the product brands emerge one after another in the market, resulting in the problem of homogenization between products. It is the core way for enterprises to establish distinctive brand image in the market competition, and it is also an important way to help enterprises to achieve brand identity in the market competition. The homogenization between the technology, design and other factors of enterprise products will affect the perceived value of customers' products, and the perceived difference of customers' product functionality gradually decreases. Enterprises are required to establish a unique brand image and enhance customers' purchase satisfaction and satisfaction with products. In the process of establishing brand personality, enterprises should start from their own development direction and path, combine the advantages of self-contained products, fully consider customers' perceived value and customers' interests, strengthen the contribution of enterprise brand to customers' emotion, value and attribute interests, strengthen customers' satisfaction with enterprise brand and products from multiple angles, and enhance customers' loyalty to brand.

In the process of market sales, the consumer psychological characteristics of customers are also the key issues that need to be paid attention to in market operation. Enterprises are required to deeply analyze the consumer psychology of customers, take the consumer psychological characteristics and change law of customers in the process of product purchase as the starting point, establish a unique enterprise brand personality image, and enhance the market core competitiveness of enterprises. In the process of consumption, customers have the characteristics of habit psychology, and customers often have their own different consumption habits. The expression of emotional demands in the personality of enterprise brand can stimulate customers' consumption psychology and desire, cultivate customers' consumption habits, and have a subtle impact on customers. Customers also have the characteristics of identity psychology in consumption. Customers pay great attention to whether the enterprise brand is consistent with their own identity attributes. The enterprise brand personality image directly affects the identity attributes of the audience of enterprise products. Value consumption psychology is a very important consumer psychological feature in the consumption process. Most customers pay great attention to the value attribute of products and hope that the products they buy have higher value in similar products. Therefore, value attribute is also an important consideration in the establishment of enterprise product personality image.

Objective: Based on the consumer psychological analysis of customers in the consumption process, to explore the psychological characteristics mechanism and change law of customers in the consumption of enterprise products, and to analyze the basis of psychological factors behind customers' perceived value, so as to provide reference for promoting the establishment of enterprise brand personality image. From the perspective of psychology, the research deeply analyzes the relationship between customer perceived value and enterprise brand personality, and explores the impact of enterprise brand personality on customer perceived value, hoping to provide help for promoting the establishment of enterprise brand personality image.

Research design: Study and analyze the psychological characteristics of customers in the process of consumption and shopping, master the characteristics and change laws of customers' consumption psychological activities, combined with the mining and in-depth research of customers' consumption psychology, analyze customers' perceived value of the brand from the perspectives of emotion, value and attribute. Through the analysis of the factors of enterprise brand personality, this paper establishes the structural model of enterprise brand personality, analyzes the driving factors of the formation of enterprise brand personality, and puts forward the research hypothesis of the impact of enterprise brand personality on customer perceived value. The research uses regression analysis to explore the influence mechanism of enterprise brand personality on customer attribute interests, and analyzes the influence mechanism of enterprise brand personality on customer perceived value, so as to provide reference for promoting enterprise market management and the establishment of enterprise brand personality image.

Results: The results of the retrospective analysis of the main effect of corporate brand personality on customer perceived value are shown in Table 1.

Table 1. Review and analysis of the main effect of enterprise brand personality on customer perceived value

Model	Standardization coefficient	t	P
Functionality	0.345	4.752	0.000
Emotionality	0.326	4.429	0.000
Value	0.356	4.936	0.000

Conclusions: Brand personality takes the personalization and humanization of consumers as the concept

of brand marketing, which can help enterprises convey a positive corporate image to the society and the public, and promote the improvement of customers' consumption desire by means of consumers' emotional resonance. Perceived value is the sum of the functional, emotional and value benefits of products perceived by customers. The study found that brand personality has a positive impact on perceived value. Brand personality can stimulate consumers' purchase desire, help customers distinguish enterprise products from other similar products, and enhance customers' loyalty to enterprise products. Brand personality can improve customers' cognitive value, affect customers' perceived value of enterprise products and image, enhance the market competitiveness of enterprises, and promote the development of market operation of enterprises. Starting from the consumer psychological characteristics of customers, the research analyzes the degree to which the consumer psychological factors of customers are affected by the brand personality, and finds that the perceived value of customers' brand personality has an impact on their shopping and consumption behavior. The customer's perception of the emotion, value and attribute value of brand personality will help the brand establish a personality image in the hearts of consumers and stimulate consumers' purchase desire.

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DISCUSSION AND ANALYSIS ON THE POLITICAL PSYCHOLOGY AND VALUES OF THE US GOVERNMENT IN POWER FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY – TAKING THE INAUGURAL SPEECHES OF OBAMA AND TRUMP AS AN EXAMPLE

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Background: Social psychology is mainly used to study the psychology, emotion and behavior of individuals and organizations in the social environment, and summarize the laws to solve relevant social problems. It is an interdisciplinary subject based on sociology and psychology. Compared with traditional psychology, it pays attention to the impact of language, friends, family, living environment and learning environment on itself in the process of individual socialization. It also pays attention to the communication mode, group behavior norms, group thinking and habits of group organizations at the social level. In addition, because the research object of social psychology involves human organizations, it is necessary to strictly abide by the principle of value neutrality, systematic principle and ethical principle in the process of case study, so as to prevent the introduction of irrelevant variables affecting the results in case study. In recent years, there have been significant changes in the governing philosophy of several US governments. For example, the Obama administration supports multilateralism and international trade, while the Trump administration supports our priority. The fundamental reason for this drastic change is that the social psychology and concepts of the American people have changed greatly, which is what this study needs to analyze.

Objective: To analyze the governing psychology and values of former US presidents Barack Obama and Trump, and use the expert consultation method to consult experts on the influence of the mass social psychology behind the various governing psychology of the two US presidents, so as to understand the reasons and laws of the changes in the governing style and mode of some US governments.

Objects and methods: Repeatedly study the contents of the inaugural speeches and speech videos of former US presidents Barack Obama and Trump, analyze the elements of their speeches, such as discourse, gesture, expression, intonation, volume, audience response and so on, and then analyze their political psychology and value ideas in combination with the ruling ideas of the political parties and personal historical experience of Barack Obama and Trump. 54 experts on American issues, international politics and relations and social psychology were selected from China to form an expert group. Send the summarized governing psychology and values of Obama and Trump to the expert group, and ask the members of the expert group to judge whether these governing psychology and values are accurate, whether there are omissions and the mass social psychological factors behind their governing psychology in combination with social psychology. If there are omissions, ask them to supplement them. Sort out and summarize the feedback of the expert group, and then send it to the expert group for comments again. Cycle back and forth. When the expert group reaches an agreement, stop asking. The influence degree of the social psychological factors of the masses on the president's ruling psychology is subdivided into five categories: no influence, slight influence, general influence, obvious influence and full influence, which are successively given 1-5 five-digit integers for quantification.

Results: After the consultation of the expert group, the opinions of the members of the statistical

experts were obtained in Table 1 note that the measurement type is displayed in the form of mean ± standard deviation.

Table 1. Evaluation of the expert group on the reasons of mass social psychology of Obama and Trump's governing psychology and values

Governing psychology	No effect	Slight impact	General impact	Obvious influence	Full impact
Worried about the rising cost of living	1	10	4	18	9
Fear of unemployment or declining income	0	1	9	13	19
Demand to improve social order	7	14	15	5	1
Improve other social problems	11	20	9	2	0

The psychological impact of Obama's ruling group on the "number of people" and "people's fear of unemployment" is relatively small, followed by the "psychological impact of Trump's ruling group on the number of people and "people's fear of improving the level of public security", which will have a relatively large impact on the "number of people in power" and "people's fear of unemployment" respectively 0 people.

Conclusions: This time, the social psychology specially used to study the psychological factors between individuals and organizations in social organizations is used to analyze the main governing psychology and values of American politicians, as well as the social psychological factors of American people that produce this governing psychology, and a Delphi consulting experiment is designed. The "psychological impact" of President Obama's request for "full improvement" on the social life of the people in the United States, followed by the "psychological impact" of President Trump's request for "full improvement" on the social life of the people in the United States 910. This is because people's income level directly affects their living standards. When a large number of Americans lose their jobs or their income decreases, a large number of people will have distrust, disgust and other psychology and emotions towards the government, which will affect the stability of the president's vote, which will bring considerable pressure to the politicians' ruling psychology.

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THE INFLUENCE OF INTEGRATING DEVELOPMENTAL PSYCHOLOGY INTO MACROECONOMIC REGULATION ON THE MENTAL HEALTH OF COLLEGE STUDENTS

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Background: Developmental psychology is a subject that studies the occurrence and development of germline and individual psychology. Psychological development refers to the psychological evolution process from animals to humans. Individual psychological development refers to the process of birth and development of human individuals from fertilized eggs to birth, maturity and aging. Developmental psychology mainly includes animal (comparative) psychology, children's psychology, middle-aged psychology and elderly psychology. Among them, children's (including teenagers) psychology is the main content of developmental psychology. The narrow concept of developmental psychology refers to children's psychology. The meaning of developmental psychology can be divided into broad sense and narrow sense. The broad sense refers to the development of psychology, including the development of species, race and individual psychology. In the narrow sense, psychological development only refers to individual psychological development. "Development" refers to the process in which an individual's behavior changes continuously and expansively from conception to death. In this process, individual behavior is constantly enriched, from simple and complex, from rough and fine, from separation to harmony, and from differentiation to integration. The general academic consensus is that both congenital and acquired factors have an impact on psychological development, and sometimes it is even difficult to distinguish. Among the acquired factors, the influence of education is undeniable. There is no doubt that the way of college education has an important impact on the future of students. Research and support for college education will have a strong impact on the future of college students, especially negative experience will have an impact on the development of college students.

Research shows that national macroeconomic regulation and control plays an important role in promoting the mental health of college students. In the market economy, the supply and demand of goods and services are affected by the price law and free-market mechanism. Market economy brings economic growth, but it will lead to inflation, while the recession followed by the climax makes the economy stagnate or even regress. This cyclical fluctuation has a serious impact on social resources and productivity. Therefore, macro-control focuses on the economic operation of the whole society, and achieves the goal of economic planning through artificially regulating supply and demand. Economic growth is an objective process determined by many factors. At a certain stage of economic and social development, there is a considerable, reasonable or potential economic growth rate. Macroeconomic regulation and control are to keep the economic growth rate at a reasonable level. We should not only strive to improve the speed, but also prevent excessive growth, but also avoid large fluctuations, that is, what we call ups and downs. Therefore, the goal of promoting economic growth is to maintain sustained, rapid and stable economic growth on the basis of structural optimization and efficiency improvement. To increase employment, China is in the transition from a dual economy to a modern economic structure, the socialist market economic system is still far from perfect, and China's population base is large, so the employment problem is relatively serious.

Objective: Some students have serious psychological pressure in the process of personal development, so their physical and mental health has been seriously damaged, which has a serious impact on their mental health, and even suffer from depression. This paper studies the psychological status of college students' development based on macroeconomic regulation and control, and puts forward effective countermeasures to finally realize the harmonious development of society.

Research objects and methods: 120 college students with mental health problems in a university were selected as the research objects. The general situation of college students was investigated in the form of questionnaire, the loneliness intensity of college students in the process of learning and development was evaluated by UCLA Loneliness Scale, and the depression degree of college students was evaluated by the Self-rating Depression Scale (SDS).

Study design: The UCLA Loneliness Scale score of 20-32 was defined as low loneliness. 33-44 points are moderate loneliness. A score higher than 44 is defined as a high degree of loneliness. After teaching college students for one month, the changes of the number of low loneliness, moderate loneliness and high loneliness before and after teaching were compared.

Methods: The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

Results: After teaching, the number of patients with high loneliness among college students decreased significantly, and the average UCLA Loneliness Scale score decreased significantly ($P < 0.05$).

Table 1. Loneliness before and after intervention

Group	Low degree		Moderate		Severe		UCLA score
	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%	
Before intervention	0	0	16	13.3	104	86.7	60.14±5.85
After intervention	0	0	94	78.7	26	21.3	41.86±3.32
<i>t</i>	-	-	-	-	-	-	9.551
<i>P</i>	-	-	<0.05	<0.05	<0.05	<0.05	<0.05

Conclusions: At present, the development of China's market economy is guided by the scientific outlook on development, which mainly focuses on preventing overheating of economic development. It mainly refers to taking regulatory measures to actively regulate and control when there is an excessive trend or momentum of overheating in the process of economic development, so as to prevent unreasonable rapid economic development, basically maintain the stability of China's market economic development, and promote the positive development of China's economy.

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THE IMPROVEMENT OF COLLEGE STUDENTS' NEGATIVE EMOTIONS BY INTEGRATING EDUCATIONAL PSYCHOLOGY INTO COLLEGE ENGLISH CLASSROOM

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Background: Educational psychology is a social psychology that studies human learning, the effect of educational intervention, teaching psychology and school organization in educational context. The focus of educational psychology is to apply the theory or research results of psychology to education. Educational psychology can be applied to designing courses, improving teaching methods, promoting learning motivation and helping students face various difficulties and challenges in the process of growth. The terms "educational psychology" and "school psychology" are often used interchangeably, but usually those engaged in theoretical work and research tend to be called educational psychologists, while those engaged in practical work in schools or school-related places are classified as school psychologists. Educational psychology pays attention to how students learn and develop, and pays special attention to students with special educational needs in practical work. Through the relationship with other disciplines, it is also helpful to understand educational psychology. First of all, educational psychology is based on psychology. The relationship between the two disciplines is like the relationship between medicine and biology, or engineering and physics. Then, from educational psychology, many special fields can be developed to study educational problems, including instructional design, educational technology, curriculum development, organizational learning, special education and classroom management. Educational psychology belongs to the category of social psychology, which mainly studies human learning, the effect of educational intervention, teachers' teaching psychology and so on. Educational psychology applies psychological theory and teaching practice results in the process of education. This theory can be applied to curriculum design and improve learning motivation to help students overcome various difficulties in the process of learning.

Generally speaking, when people feel nervous about something, their thoughts will be disturbed by it repeatedly and make all kinds of exaggerated imagination and assumptions. When it exceeds the critical point, anxiety begins to appear. English learning anxiety is a unique and complex psychological phenomenon in language learning. Anxiety is usually manifested in negative emotions such as self-doubt and tension. The anxiety of language learners in the classroom may also be caused by the psychological anxiety of language learners. For example, there are many reasons for the anxiety of language learners in the classroom. How to treat students' anxiety objectively and find out the causes of anxiety is an important research direction in English learning.

Objective: College students will have some bad emotions in the process of English learning. From the perspective of educational psychology, this paper studies the negative emotions of college students in English classroom. Therefore, based on the English classroom teaching method of educational psychology, this study aims to explore the psychological relief methods of college students' English learning anxiety, and provide some theoretical reference for college English classroom teaching in the future.

Research objects and methods: In six colleges and universities in a city, 200 college students with negative psychological emotions in English classroom were selected as the research objects. The English classroom teaching method based on educational psychology was used to teach all the subjects. All the college students were aged between 18 and 21, with an average of 19.5 ± 1.6 years.

Research design: Before and after teaching, students were evaluated with the self-developed English learning classroom anxiety scale to judge the learning anxiety of college students in the process of college English learning.

Methods: The relevant data were calculated and counted by Excel software and SPSS20.0 software.

Results: The comparison of English learning anxiety factors among college students with high, medium and low anxiety was statistically significant ($P < 0.05$). The pairwise comparison between the scores of each factor was statistically significant ($P < 0.05$).

Table 1. Analysis of foreign language learning anxiety factors of students with different levels of anxiety

Group	Worry	Nervous and tense	Afraid to speak English	Fear of classroom	Total learning anxiety
Low anxiety	2.31	2.45	2.43	2.34	2.38
Medium anxiety	3.15	3.19	3.31	3.36	3.24
High anxious	3.75	3.67	3.56	3.72	3.68

Conclusions: With the rapid development of information technology and the popularity of the Internet, learners around the world can have the opportunity to choose the world's best higher education resources.

At the same time, the English classroom teaching method based on educational psychology has also created a lot of experience in promoting teaching reform. Some studies have pointed out that the English classroom teaching method based on educational psychology is expected to subvert the traditional way of education. Anxiety psychology is different from ordinary mental diseases. It will not only cause serious negative emotions to college students, but also the accumulation of all kinds of negative emotions. In order to comprehensively improve college students' English learning ability and comprehensive quality, English teaching should pay attention to the cultivation of students' nonintellectual factors, so that students can obtain positive emotional experience in English learning and learn effective learning strategies, which will play a positive role in students' lifelong development.

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THE EFFECT OF BUSINESS ENGLISH TEACHING AND TRAINING CURRICULUM REFORM ON EDUCATIONAL PSYCHOLOGY

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Background: In recent years, educational psychology is closely related to psychiatry, medicine, sociology, anthropology, education and other fields. The main research content of educational psychology is the basic psychological laws of education and teaching situation and middle school teaching. It studies teaching design, educational technology, special education and classroom management based on psychology. Educational psychology. Different from psychology, educational psychology focuses on the psychological laws of student groups, and evaluates whether students can learn knowledge and master corresponding skills in daily teaching. The teaching subject of educational psychology theory is the workers engaged in education. The goal is to improve the level of teachers, improve the quality of education and teaching, and promote the reform of education and teaching. The practical significance of this discipline is to assist teachers to complete the problems in teaching work, provide scientific and reasonable theoretical guidance for teachers' teaching work, and assist teachers to analyze in practical teaching work. Educational psychology can be simply understood as all the sciences involved in the process of learning and teaching, including teaching methods, students' characteristics and teachers' characteristics. According to the type of subject, teachers can adopt different teaching schemes.

In the practical courses of business English teaching in colleges and universities, the traditional teaching methods lead teachers to take intellectual factors such as scores and test passing rate as the key indicators to evaluate the teaching effect, and do not consider nonintellectual factors, emotions, interests and hobbies and other psychological factors. With the proposal and improvement of modern educational psychology and other concepts, English teaching methods have undergone significant changes, from the previous cramming teaching to students' autonomous and active learning. This teaching method can cultivate comprehensive talents with high quality and high skills. The relevant data of the education part points out that most college students have varying degrees of psychological problems, and a small number of them suffer from serious psychological diseases. The future business English teaching and training courses need to be improved in combination with the theory of educational psychology, so that students can master professional English teaching knowledge and transfer relevant cultural knowledge and humanistic knowledge to students, which can not only help students receive relevant knowledge efficiently, but also create a good learning atmosphere and enhance students' interest in English learning. In the specific teaching work, teachers need to focus on practical activities, let students participate in the process of activities in the form of teaching in fun, and accept knowledge in a relaxed and pleasant way, as well as the views and thoughts that domain teachers want to convey to us in the activities.

Objective: This paper analyzes the impact of business English teaching training course combined with educational psychology on students' mental health, in order to provide a new research direction for college English teaching mode.

Research objects and methods: 100 students from a university were randomly selected as the research object and divided into control group and experimental group by digital random grouping method. The control group used conventional English teaching methods, and the experimental group used business English teaching and training teaching methods combined with educational psychology. The experimental period was 2 months. Mental health was assessed by Symptom Checklist-90 (SCL-90), and the grade classification of assessment was completed by Density Based Spatial Clustering of Application with Noise (DBSCAN). The scale includes 90 items and 10 subscales, of which subscale 10 is not used for these statistics. Each factor item was analyzed with a five-level scoring standard of 0-4 points. The higher the score of each factor, the lower the level of mental health. The subjects' evaluation of each factor is equal to or greater than 3 points, which can be used as the standard of moderate health problems and above.

Methods: Through the latest version of Epi Info data statistical analysis software, this paper analyzes the effect of business English teaching practice teaching method combined with educational psychology on students' mental health.

Results: Table 1 refers to the proportion of the experimental group with good mental health in the whole experimental cycle. The psychological problems of the patients in the experimental group were significantly improved, and with the increase of the implementation time of the new business English teaching and training teaching intervention, the psychological health level of the patients was significantly improved. Therefore, the experimental group introduced the English business English teaching practice teaching combined with educational psychology, which has an ideal effect on the intervention of patients' psychological problems.

Table 1. The proportion of the experimental group with good mental health in the whole experimental cycle (%)

Mental health indicators	After 1 month	After 2 months	After 3 months
Somatization	72.21	81.36	86.29
Obsession	72.36	82.13	87.56
Interpersonal sensitivity	71.28	82.36	84.16
Depressed	74.28	82.48	89.23
Anxious	73.68	82.39	86.34
Hostile	75.21	82.94	86.29
Terror	74.14	82.36	87.56
Paranoid	73.21	83.28	84.16
Psychotic	74.16	83.78	83.25

Conclusions: The practical teaching method of business English teaching combined with educational psychology can greatly improve students' psychological problems to varying degrees. This new teaching mode can be vigorously promoted and publicized in the future, so as to increase the educational effect of business English teaching and training.

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THE EFFECT OF OPTIMIZED MANAGEMENT OF TOURISM INDUSTRY ORGANIZATION ON THE PSYCHOLOGY OF EMPLOYEES

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Background: Organizational psychology is a science that analyzes human behavior laws and psychological phenomena in organizational management. The theory takes people as the center, constantly adjusts and optimizes the interpersonal relationship in the organization, changes and improves the external environment and conditions, gives full play to the individual's creativity, initiative and enthusiasm, and smoothly realizes the organizational objectives in a scientific way, which is conducive to the common development of the organization and the individual. The research content of organizational psychology can be attributed to three relationships: human and human, human and material, and material and material. The goal of organizational psychology is to analyze the law of psychological activities of leaders, organizations, groups and individuals in the organization with the help and application of relevant theories

and methods, and then coordinate the relationship between people by means of enhancing organizational cohesion, improving leadership level and leadership art, motivating motivation, adjusting interpersonal relationship and so on. The situational application of organizational psychology theory is mainly reflected in two aspects. Firstly, it takes national characteristic variables such as economy and culture as independent variables to analyze the phenomenon of individual and organizational ability. Secondly, find out a more important organizational characteristic, then classify the organization according to this characteristic, and draw the conclusion that the previous theory is applicable to a specific organizational characteristic.

With the improvement of people's material economy and living standards, the tourism industry has ushered in new development opportunities. However, there are still many problems in the development of the tourism industry, mainly manifested in the low coordination and unity of various departments of the tourism industry and the low enthusiasm of the management departments of the tourism industry. Under such a development background, it is of great significance to actively introduce new development ideas into the tourism industry. Tourism industry management workers should take people as objects and help relevant employees establish correct ideas and views by means of criticism, persuasion and demonstration, so as to provide the ideological basis and spiritual source for organizational development. Organizational psychology has been widely concerned by many scholars in the field of management because of its own characteristics and the impact of people's behavior on culture and society. After contextualizing the theory of organizational psychology in the tourism industry, it can not only enhance the work pertinence of relevant enterprises in the tourism industry through the demand theory, but also use the incentive theory to improve the work effectiveness of relevant enterprises and units, but also improve the work initiative of relevant employees through changing the theory. The work initiative of relevant staff in the tourism industry is mainly reflected in changing behavior through knowledge and using information communication. For the effectiveness of work, it is embodied in eliminating the sense of unfairness, preventing the widespread of bad emotions, enriching work content and making rational use of fierce means. For the pertinence of work, the staff of relevant enterprises need to do a good job of demand analysis, which helps them to achieve substantive results.

Objective: In order to analyze the application value of organizational psychology in the development of tourism industry, this paper aims to contribute to the improvement of the psychological quality of employees in tourism industry.

Research objects and methods: 100 relevant employees in the tourism industry were randomly selected as the research objects. All objects passed the tourism industry training combined with organizational psychology. The experimental period was 2 months. The psychological evaluation is carried out through five aspects: willpower, emotional ability, demand analysis, enthusiasm and leadership ability, and the evaluation grade classification of psychological related factors is completed by using C4.5 decision tree. The evaluation grades are set as bad, average, good and good. Each index is evaluated with a five-level scoring standard of 1-5 points. The calculation formula of psychological good rate is the ratio of the number of people in the three grades of general, good and good to the total number of people. In order to ensure the authenticity and reliability of the results, the average value of all subjects was used as the final result.

Methods: Through the latest version of Minitab20 data statistical analysis software to analyze the effect of tourism industry model combined with organizational psychology on tourists' mental health.

Results: Table 1 refers to the psychological good rate of relevant practitioners in the tourism industry during the experiment. It can be seen from Table 1 that after the tourism industry training combined with organizational psychology, the psychological good rate of relevant personnel has been greatly improved, and the psychological good rate has increased significantly with the increase of training time.

Table 1. Psychological good rate of relevant practitioners in the tourism industry during the experiment

Mental health indicators	Before	After 1 month	After 2 months
Willpower	72.21	81.36	86.29
Emotional ability	72.36	82.13	87.56
Requirement analysis	71.28	82.36	84.16
Enthusiasm	74.28	82.48	89.23
Leadership	73.68	82.39	86.34

Conclusions: Tourism industry training combined with organizational psychology can not only enhance the psychological quality of relevant employees and improve their psychological cognition level, but also play a positive role in the sustainable development of the tourism industry.

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A STUDY ON THE PROMOTION PATH OF STUDENTS' COGNITIVE PSYCHOLOGY IN ENGLISH WORD TEACHING

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Background: With the continuous development of psychology, new psychological research has become a development trend, and cognitive psychology came into being under this background. Cognitive psychology is a subject that analyzes the law of human psychological activities. Its research object is the cognitive status of human body in psychology, including language, thinking, memory, perceptual learning, attention, perception and so on. Most scientists point out that the process of human memory can be divided into three stages: long-term memory and coding. In the process of information processing, people will produce short-term memory, which is the initial stage of memory generation. It is worth mentioning that the memory function will not be limited. People's memory function can store a large amount of content in a short time, and code the information to classify similar information together. It can be understood that people's forgetting of knowledge is not the forgetting of their own content, but the forgetting of memory coding. The formation of long-term memory can be regarded as that people can form long-term memory as long as they can remember the corresponding code. The key problem in English word teaching is word memory. At present, the key to solve this problem is cognitive psychology. Cognitive psychology can not only help students understand and memorize words, but also improve the quality of English word teaching.

The ways to promote students' cognitive psychology in English word teaching are as follows: situational teaching, associative teaching, understanding teaching and fragment teaching. The results of fragment teaching method have been confirmed by most mathematicians. Although the efficient memory effect in the short term is ideal, the forgetting speed is also very fast. In understanding teaching, psychological theory holds that the human brain has a deeper memory of the knowledge after understanding. No matter how long the interval is, people can remember it with a little memory. With the help of the relevant characteristics of understanding and memory, English vocabulary teaching can improve the level of English vocabulary teaching. In teaching, teachers need to help students understand words, especially the original meaning of words. Teachers also need to promote students' proficiency in English alphabetical order through continuous practice. Usually, the arrangement of most English words is closely related to pronunciation, and the specific letter combination is closely related to pronunciation. Students use a lot of exercises to deepen and consolidate their grasp of vocabulary meaning. Teachers need to teach students to copy more English words. Such repeated practice can continuously deepen the brain's memory of memory coding, and then form long-term memory. It is worth mentioning that words of different nature also have certain rules. Teachers can promote students to better understand and master words by teaching in a regular way.

Objective: This paper analyzes the promotion path of students' cognitive psychology in English word teaching, and discusses the impact of the promotion path on students' cognitive ability, in order to provide new ideas for cultivating high-quality students.

Research objects and methods: Students from five schools were selected as the research object, and the number of students in each school was 100. Through the Density-based Clustering (DENCLUE) algorithm, this paper analyzes the impact of the promotion path of students' cognitive psychology on students' psychological cognitive ability in English word teaching. The evaluation contents include thinking ability, memory ability, memory ability, representation, perception and attention. Each evaluation content is represented by three levels: no improvement, improvement and obvious improvement. The research results are expressed by the improvement rate, which is the ratio of the number of people with improved and significantly improved levels to the total number of people. The duration of the experiment was 6 months. In order to enhance the feasibility of the experimental results, the average value of all objects is taken as the final result.

Methods: This paper analyzes the influence of the promotion path of students' cognitive psychology in English word teaching on students' psychological cognitive ability through NOSA data statistical analysis software.

Results: Table 1 shows the influence of students' recognition path on students' psychological cognitive ability before and after the combination of cognitive psychology. On the whole, with the increase of experimental time, students' thinking ability, memory ability, memory ability, image, perception and attention have been significantly improved. Therefore, the cognitive psychological promotion path of students in English word teaching can improve students' psychological cognitive level to a great extent.

Table 1. The influence of students' recognition path on students' psychological cognitive ability in English word teaching before and after the combination of cognitive psychology

Category	Before	After 1 month	After 3 months	After 6 months
Thinking ability	88.24	91.23	94.26	95.13
Memory ability	85.21	87.36	89.35	92.36
Recall ability	82.31	87.36	92.31	95.36
Appearance	84.56	86.68	92.36	94.26
Perception	83.24	87.15	91.25	94.36
Attention	83.25	87.63	92.35	94.68

Conclusions: The English word teaching model combined with cognitive psychology can greatly improve students' cognitive level and strengthen students' mastery and understanding of English words. Research is of great significance in both English teaching and teaching reform.

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THE INFLUENCE OF IDEOLOGICAL AND POLITICAL COLLABORATIVE EDUCATION INTEGRATED WITH SOCIAL PSYCHOLOGY ON COLLEGE STUDENTS' MENTAL HEALTH

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Background: In the university stage, college students need to face academic pressure, employment pressure, family pressure, interpersonal pressure and many other pressures at the same time. Some students have negative emotions such as anxiety and depression under pressure. Moderate anxiety can help students concentrate, so that they can study more attentively and hard, and then improve their academic performance. However, when the degree of anxiety is too high and lasts too long, students' physical and mental health will be damaged, students' interest in learning will decline, and even weariness will appear, which will greatly affect students' normal study and life. Clinically, researchers divide anxiety disorders into two types: pathological anxiety and realistic anxiety. The mental anxiety of college students is generally realistic anxiety, which is caused by college students' worries about their studies, achievements, social and work. Finding a suitable way to solve the anxiety of students in the process of learning is of great significance to students' personal development.

Ideological and political collaborative education is an educational concept that takes "building morality and cultivating people" as its own task, constructs an all-round education pattern, and then complements and cooperates with other courses and ideological and political courses, so as to form a synergistic effect, which is of positive significance to alleviate students' anxiety. However, at present, there are still some defects in the ideological and political collaborative education model in colleges and universities, and its effect of alleviating students' anxiety is not ideal. Social psychology is a branch of psychology, which mainly studies the occurrence and change law of psychology and behavior of individuals and groups in social interaction, and discusses interpersonal relations at the individual level and social group level, including group communication structure, group norms and so on. Social psychology is generally divided into three fields: individual process, interpersonal process and group process. Among them, the individual process involves individual attitude, personal perception and self-consciousness, as well as the change law of individual personality development and social development. Based on social psychology, this study analyzes the psychological and behavioral patterns of teachers and students in the construction of ideological and political collaborative education system in colleges and universities, and puts forward strategies to improve the ideological and political collaborative education system in colleges and universities, so as to alleviate students' anxiety, improve students' academic performance and deliver high-quality talents to the society.

Objective: In the university stage, college students are prone to negative emotions. Based on social psychology, this study analyzes the psychological and behavioral patterns of teachers and students in the construction of ideological and political collaborative education system in colleges and universities, and puts forward strategies to improve the ideological and political collaborative education system in colleges and universities, so as to alleviate students' anxiety, improve students' academic performance and deliver high-quality talents to the society.

Research objects and methods: 100 students were randomly selected as the research object in a university. Self-rating Anxiety Scale (SAS) and Self-rating Depression Scale (SDS) were used to evaluate

students' mental health. Using students' Ideological and political course examination results to evaluate the teaching effect.

Research design: 100 students were randomly divided into study group and control group. The students in the research group used the college ideological and political collaborative education system based on social psychology to teach. The students in the control group used the traditional college ideological and political collaborative education system for teaching. After three months, the anxiety degree and ideological and political examination scores of the two groups were compared.

Methods: The relevant data were processed and analyzed by software SPSS18.0 and Excel.

Results: After 3 months of teaching, the SAS score of students in the research group was significantly lower than that of students in the control group ($P < 0.05$), as shown in Figure 1.

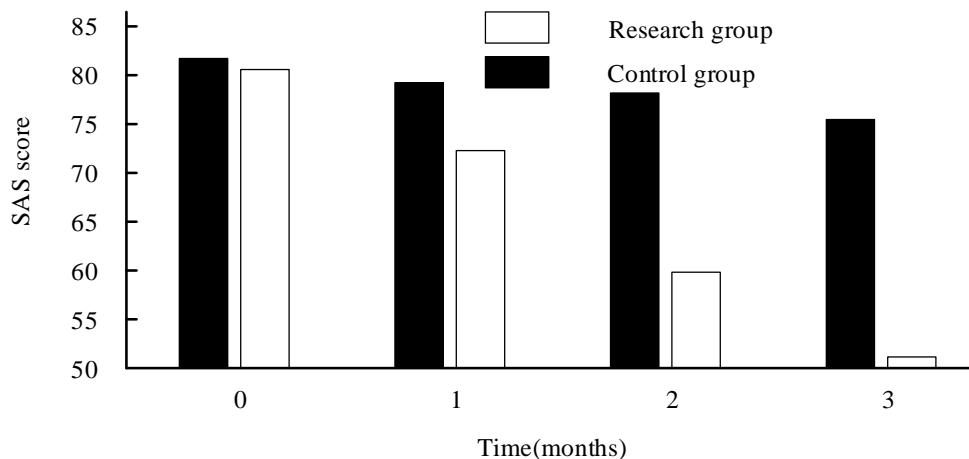


Figure 1. SAS scores of students in both groups

Conclusions: When the degree of anxiety is too high and lasts too long, students' physical and mental health will be damaged, students' interest in learning will decline, and even weariness will appear, which will greatly affect students' normal study and life. Based on social psychology, this study analyzes the psychological and behavioral patterns of teachers and students in the construction of ideological and political collaborative education system in colleges and universities, and puts forward strategies to improve the ideological and political collaborative education system in colleges and universities. The experimental results showed that after 3 months of teaching, the SAS score of students in the research group was significantly lower than that of students in the control group ($P < 0.05$). Therefore, the college ideological and political collaborative education system based on social psychology can alleviate students' anxiety, improve students' academic performance and transport high-quality talents for society.

Acknowledgement: The research is supported by: Special Research Project on Ideological and Political Education of Jilin Provincial Department of Education: Analysis on the Path of New Media Leading the Ideological Growth of College Students (No. JJKH20210934SZ).

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RESEARCH ON THE INFLUENCE OF GREEN BRAND PRODUCT IMAGE FROM THE PERSPECTIVE OF COGNITIVE PSYCHOLOGY

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Background: Cognitive psychology is a psychological trend rising in the West in the mid-1950s. It is a psychological mechanism based on human behavior. Its core is the internal psychological process between input and output. It is also related to western traditional philosophy. Its main feature is that it emphasizes the role of knowledge and believes that knowledge is the main factor determining human behavior. Cognitive psychologists' study internal mechanisms and processes that cannot be observed, such as memory processing, storage, retrieval and memory changes. From the perspective of information processing, the research on cognitive process is the mainstream of modern cognitive psychology. It can be said that cognitive psychology is equal to information processing psychology. It regards people as an information

processing system, and holds that cognition is information processing, including the whole process of encoding, storing and extracting sensory input. According to this view, cognition can be divided into a series of stages, each stage is a unit that performs specific operations on the input information, and the reaction is the product of this series of stages and operations. The various components of the information processing system are interrelated to some extent. With the development of cognitive psychology, sequential processing is increasingly challenged by parallel processing theory and cognitive neuropsychology. It can be said that cognitive psychology is a psychology that studies the psychological process behind cognition and behavior (including thinking, decision-making, reasoning and the degree of some motivation and emotion). This science covers a wide range of research fields and aims to study the operation of memory, attention, perception, knowledge representation, reasoning, creativity and problem solving. Cognitive psychologists focus on the psychological mechanism as the basis of human behavior, and its core is the internal psychological process between input and output. However, people cannot directly observe the internal psychological process, but can only speculate by observing the input and output. Therefore, the method used by cognitive psychologists is to infer unobserved psychological processes from observable phenomena. Some people call this method convergence proof, that is, collect data of different properties and draw conclusions. Now, cognitive psychology research usually needs the joint support of experiment, cognitive neuroscience, cognitive neuropsychology and computer simulation. This multi-directional research is becoming more and more popular. By studying the brain, cognitive psychologists hope to reveal the basic process of cognitive activity, not just speculate on its process. The most commonly used is to study the cognitive differences between patients with brain injury and normal people to prove the existence and specific patterns of cognitive processing. In short, both in theory and in practice, cognitive psychology has made important achievements. Therefore, it is worth continuing to expand the application scope of cognitive psychology.

Green brand is not limited to the category of ecological and environmental protection. It is the general name of the brand established through faithful practice, advocacy and promotion of the green concept of "health and peace". This is a green and sustainable brand. The green concept of "health and peace" is deeply integrated into the brand management and promotion process, so that the direct impression of the brand carrier formed in the hearts of consumers is "health and peace", so as to bring the green experience premium to the brand owner and produce the intangible assets of green experience value-added. However, people have cognitive barriers to the product image of green brand, which is mainly reflected in the qualitative thinking and stereotype of green brand products, while ignoring the practicability, value and ideology of green brand products. Therefore, how to promote people to have a correct understanding of the product image of green brand is of great practical significance for the promotion and practice of green concept.

Objective: In order to promote people's correct understanding of the image of green brand products and promote and practice the green concept, this paper constructs a green brand product promotion model based on cognitive psychology to ensure the organic unity of practicability, value and ideology of the image of green brand products.

Research objects and methods: 200 consumers were randomly divided into control group and experimental group, with 100 in each group. The control group adopted the conventional green brand product promotion mode, and the experimental group adopted the product promotion mode based on cognitive psychology. The measurement of students' cognitive impairment is carried out in combination with Montreal Cognitive Assessment Scale (MoCA). The scale includes 7 factors. The higher the score, the better the cognitive function. Compare the improvement of consumers' cognitive impairment of green brand products before and after the intervention.

Methods: Use Excel software to complete data analysis.

Table 1. Improvement of consumers' cognitive impairment of green brand products before and after intervention ($n=200$)

Factor	Before intervention ($n=100$)	After intervention ($n=100$)	<i>P</i>
Executive ability	2.47±0.43	4.66±0.61	0.00
Naming ability	2.54±0.55	4.52±0.60	0.00
Attention	2.36±0.41	4.39±0.43	0.00
Language ability	2.69±0.59	4.45±0.56	0.00
Abstract ability	2.47±0.43	4.66±0.61	0.00
Delayed recall	2.54±0.55	4.52±0.60	0.00
Orientation ability	2.36±0.41	4.39±0.43	0.00

Results: Table 1 shows the improvement of consumers' cognitive impairment of green brand products before and after the intervention. It can be seen from Table 1 that compared with before the intervention, after the intervention of the product promotion model based on cognitive psychology, consumers' cognitive impairment of green brand products has been significantly improved, and there is a statistical difference before and after the intervention ($P < 0.05$).

Conclusions: The promotion mode of green brand products based on cognitive psychology can effectively promote consumers' correct understanding of the image of green brand products, and then is of great significance to carry forward and practice the green concept.

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EMOTIONAL ANALYSIS ON THE ROLE SHAPING OF FILM AND TELEVISION DRAMAS

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Background: Color is the basic feature of life and non-life in the world. Color always surrounds people, and the emergence and expression of color also constantly affect people's daily life. Some psychological studies have pointed out that there is emotional expression of color in people's emotional expression, which shows that color can affect people's psychological emotions, including excitement or excitement, stress or pleasure. On this basis, some studies have deeply understood the impact of color balance on people's mental health and behavior. The more color tends to balance, the stronger the people's sense of moral satisfaction. When people face unbalanced colors, they will have anxious psychological emotions. In addition, some color psychologists believe that the color stimulation generated in social activities will affect personal emotion. From the process of social development, film and television works gradually change from black-and-white display to color display, which contains a large number of personal emotional changes that are difficult to estimate. With the deepening of research, the importance of color psychology is also increasing, and gradually evolved into an important discipline in higher education. At the visual level, psychology believes that the main characteristics of color include symbolism and association. The expression of the two characteristics, brings unique sensory stimulation to the individual, promotes the individual to bring a variety of emotional expression, and induces a stronger emotional language. Therefore, more and more studies on the emotional analysis of film and television works take the viewer's color psychology as the main research object to analyze the audience's color psychological changes to determine the emotional changes in film and television works.

In film and television works, scene layout, plot setting and role shaping are indispensable and important contents, in which role shaping is the main carrier of film and television emotional expression. In the emotional expression of characters in film and television works, film and television producers will use the physical behavior and language expression of characters to state the core ideas of film and television works, and also express the real ideas of creators. However, with the continuous development of the film and television industry, more and more producers are not confined to this more direct way of expression, and begin to focus on the implicit expression in the role modeling, including indirectly expressing their personal feelings from the character's clothing and the character's environmental characteristics. In the costume design of role modeling, color is important content, and different colors have significant differences in the visual impact on the audience. Therefore, in order to enable the audience to clearly understand the emotion in film and television works, the emotional way of color in role modeling is very important. In the study, in order to clearly understand the emotional expression of characters in film and television dramas, we start with the analysis of viewers' color psychology, in order to provide reference for the role shaping of film and television dramas.

Objective: This paper discusses the basic application status of color psychology, analyzes the color application in the role shaping in film and television works, and analyzes the influence of the creator's color in the film and television role shaping on the viewer's emotional expression under the color psychology.

Study design: Taking the students in the course of film and television appreciation in a university as the main research object, the application of color psychology in long-term teaching is counted. According to the current situation, teachers formulate a teaching model aimed at cultivating students' color psychology. The teaching mode is adopted to carry out the teaching of film and television appreciation for 6 months, and evaluate the changes of aesthetic emotional expression and conscious association psychology in the color psychology of middle school students in the role appreciation of film and television drama works in the teaching.

Results: In the appreciation of film and television works, teachers use different types of film and television drama works to guide students to conduct emotional analysis on the role shaping in the works, and evaluate students' aesthetic emotional expression and conscious association psychology in the analysis. See Table 1. Table 1 shows that in the face of different types of film and television drama works, students show different aesthetic emotional expression and conscious association psychology.

Table 1. The influence of film and television works on color psychology (%)

Project	Joy	Sadness	Sympathy	Self-confidence
Emotional expression	86	82	94	93
Conscious association	91	87	91	90

Conclusions: Film and television works are becoming more and more important in social development, and the emotions contained in them are becoming more and more obscure. Therefore, how to improve the ability of emotional expression and understanding in film and television works is a problem that we need to solve. Based on color psychology, this study analyzes the emotion of film and television works and the changes of students' color psychology from the color design in role shaping. The results show that in the appreciation course of colleges and universities, there are differences in teachers' evaluation of students' color psychological changes in the process of students' film and television works appreciation, and there are obvious differences in students' color psychology for different types of film and television works. Therefore, in the face of the increasingly developing modern society, in order to better adapt to the products of social development, in view of the increasing number of film and television drama works, it is necessary to understand the emotional changes in film and television works from color psychology, so as to cultivate personal color psychology and improve personal interest in daily life.

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THE INFLUENCE OF CULTURAL AND CREATIVE PRODUCT DEVELOPMENT ON SOCIAL PSYCHOLOGY IN DAWAN DISTRICT, GUANGDONG, HONG KONG AND MACAO

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Background: In the city one belt, one road city, Guangdong, Hong Kong and Macau, the development of the bay area has attracted much attention. The development and construction of the Bay Area in Guangdong, Hong Kong and Macao is an important development decision made by the Central Committee of the CPC. It emphasizes that the big bay area of Guangdong, Hong Kong and Macao needs to develop into a world-class city group, and become an important support for the whole area. At the same time, it should also make the city a livable and comfortable social circle. In the development of Guangdong, Hong Kong and Macao Bay area, its cultural and creative products are also gradually emerging. As a huge social community, Guangdong, Hong Kong and Macao Bay area contains rich and diverse cultures. With the support of diversified cultures, the cultural and creative products of Guangdong, Hong Kong and Macao Bay area are also diverse. However, multiculturalism not only brings many opportunities, but also brings many challenges. Under the influence of multiculturalism, there is a gap in the communication between different social communities, which leads to the differences in the cultures of different regions in Guangdong, Hong Kong and Macao Bay area, which also hinders the development of cultural and creative products. It can be seen from the existing research that the development of cultural and creative products directly affects regional economic development. When the development of cultural and creative products is blocked, the regional economy will be seriously affected.

Social psychology is a psychological science that studies the communication psychology among social individuals, groups and organizations. In the process of social development, different regions of China gradually use local culture to achieve economic development. At the same time, it emphasizes the use of social communication to promote cultural communication and achieve the purpose of regional comprehensive development. In social psychology, social representation is the guarantee that determines

the development of social communication. According to the research content of social psychology, social representation can help individuals have a clearer understanding ability in social communication. In addition, social psychology shows that social representation can help the specific analysis of a specific phenomenon in social communication and increase the ability of communication and interaction between societies. On the other hand, social psychology believes that the discourse sharing of social representation provides a development background for regional development and enables all sectors of society to communicate effectively. For some coastal areas, inland cities expect to accept their cultural products, and coastal cities also desire to sell cultural and creative products to inland cities. There is a certain social relationship between them, that is, consumers get corresponding services with social consumption psychology, while merchants get corresponding consumption with social service psychology. According to social psychology, businesses and consumers complement each other and reach a certain agreement in social communication. Therefore, how to analyze the development of cultural and creative products in Guangdong, Hong Kong and Macao Bay area from the perspective of social psychology can promote the consumption exchange between inland and Guangdong, Hong Kong and Macao Bay area and promote regional development.

Objective: This paper discusses the individual social communication psychology of Guangdong, Hong Kong and Macao Dawan District, analyzes the cognition of inland consumers on cultural and creative products in Guangdong, Hong Kong and Macao Dawan District, and discusses the correlation between cultural and creative products and social psychological activities of social groups in Guangdong, Hong Kong and Macao Dawan District, so as to provide theoretical support for the development of cultural and creative products and social psychological analysis.

Study design: Taking the merchants and consumers in the sales of cultural and creative products in Dawan District of Guangdong, Hong Kong and Macao as the research object, 20 merchants and 200 consumers in the sales of cultural and creative products in Dawan District of Guangdong, Hong Kong and Macao were selected to count their social and psychological status. Using principal component analysis, this paper summarizes the social-psychological activities of cultural and creative product sales merchants and consumers in Guangdong, Hong Kong and Macao, and analyzes the social-psychological impact of cultural and creative product development on merchants and consumers in Guangdong, Hong Kong and Macao.

Results: The impact of cultural and creative product development in Guangdong, Hong Kong and Macao Dawan district on the social and psychological activities of sellers and consumers are shown in Table 1. It is graded from 0 to 4. 0 means no impact and 4 means full impact.

Table 1. The impact of product development on the social psychology of merchants and consumers

Content	Business		Consumer	
	Self-cognition	Social cognition	Self-cognition	Social cognition
Innovation	4	3	4	4
Practicability	3	3	4	3
Appreciability	4	4	3	4

Conclusions: China's regional development is a necessary stage with social development. The purpose is to promote national economic development by promoting regional economic development and bring better life experience to citizens. In the development of Guangdong, Hong Kong and Macao Bay area, the development of its cultural and creative products determines the regional economic development rate to a certain extent. In the research, it fully analyzes the regional internal social activities in the development of Guangdong, Hong Kong and Macao Bay area and the social activities in the sales of cultural and creative products, and puts forward the development path of cultural and creative products, so as to analyze the social and psychological changes of merchants and consumers in product development and consumption. The results show that the innovation, practicability and appreciability of the development of cultural and creative products in Guangdong, Hong Kong and Macao can significantly affect the social and psychological activities of businesses and consumers, indicating that in the subsequent development, in order to meet the social psychology of consumers, the development and design of cultural and creative products in Guangdong, Hong Kong and Macao should be carried out from the three levels of innovation, practicability and ornamental. Social psychology is psychological research that studies social activities. Its development closely affects the national economic development. Therefore, it is necessary to make full use of social psychology to reflect the changes of psychological activities of social groups and promote economic development.

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RESEARCH ON THE APPLICATION OF MANAGEMENT PSYCHOLOGY IN THE INNOVATION AND DEVELOPMENT OF ENTERPRISES

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Background: Management psychology was created in the 1950s. In a word, it is a science that studies human psychological phenomena, the psychological processes and development laws in the process of management. It is the branch of industrial psychology that applies the knowledge of psychology to analyze, explain, and guide individual and group behaviors in management activities. Its purpose is to maximize the motivation of people, improve organizational structure and leadership performance, improve the quality of work and life, establish healthy and civilized interpersonal relationships, and achieve the purpose of improving management and developing production.

In recent years, with the rapid development of productivity, the labor-management contradictions in production relations are sharpened, enterprises urgently need to seek new management theories and methods, and the development and use of management psychology has emerged.

Objective: Apply management psychology to corporate management to enhance the company's operational development capabilities, improve the effectiveness and scientificity of corporate decision-making capabilities, better manage the existing employees within the company, and enhance the autonomy and enthusiasm of employees in their work; exert the employees' own value, provide theoretical reference and guidance for the development and management of the enterprise, enhance the internal operation ability of the enterprise in a true sense, and ensure the long-term and comprehensiveness of the enterprise's development.

Subjects and methods: The use of management psychology in corporate management mainly includes: corporate culture dissemination, training activities, creation of incentive systems, and strengthening of team management.

Management psychology requires managers to establish a relationship between corporate culture and employees' self-values, strengthen employees' sense of identity with corporate culture, and put employees' personal interests and corporate interests in the same position, in order to achieve the goal that the employees and the company are related to each other and advance and retreat together. Only when companies regularly carry out training activities can they keep pace with the times, continuously improve their work abilities, and innovate work results, so that the company can continue to develop in a sustainable and healthy manner in line with the needs of the times. Creating an incentive system is significant since talent strategy is the core strategy of an enterprise. The more prominent the salary incentive effect, the higher the cohesion of employees, the higher the labor efficiency, and the more significant the core competitive advantage of the enterprise. The enterprises should combine certain concepts in management psychology and adopt appropriate psychological methods to reasonably solve employees' previous conflicts.

Study design: Divide employees from 7 companies in a city that have not adopted the management psychology model into two groups. The observation group is guided by management psychology, and the control group maintains routine operations. One month later, design a questionnaire evaluation form, and calculate the corporate culture index, employee motivation index, employee satisfaction index, and team management index between the two groups by means of questionnaire surveys, and the sum is used as the overall management score. In addition, according to the evaluation data of the management personnel of each enterprise and the company's operating results, the performance indicators of each group are sorted separately.

Results: The overall management scores of each enterprise in the observation group and the control group are shown in Table 1, and the performance indicators of the observation group and the control group are shown in Table 2.

It can be seen from Table 1 that the overall management score of the observation group using management psychology has obvious advantages compared with the control group. In the actual work process, the efficiency, work enthusiasm, and working atmosphere of the observation group are greatly improved.

$$r = \frac{\sum_{i=1}^n (x_i - \bar{x})(y_i - \bar{y})}{\sqrt{\sum_{i=1}^n (x_i - \bar{x})^2 \sum_{i=1}^n (y_i - \bar{y})^2}}$$

Use the Pearson Correlation Coefficient formula to calculate the correlation coefficients between the management scores and performance indicators of the observation group and the control group.

After calculation, the correlation coefficient between the management scores and the performance indicators of the observation group r_1 is 0.968, $r_1 > 0.8$, and the correlation coefficient between the management scores and the performance indicators of the control group r_2 is 0.837, $r_2 > 0.8$, so both the relationship between the management scores and performance indicators of the two groups is highly relevant. As can be seen in Table 2, the performance indicators of the observation group using management psychology are overall ahead of the control group. This shows that the application of management psychology has improved the management level of the enterprise, and the higher management level is directly related to the final performance data, which in turn affects the smooth operation and long-term development of the enterprise.

Table 1. Management score table of each enterprise

Company	Company 1	Company 2	Company 3	Company 4	Company 5	Company 6	Company 7
Observation group	8.2	7.9	8.3	8.5	8.4	8.7	8.1
Control group	4.3	5.2	5.8	5.1	5.8	4.8	5.6

Table 2. Performance indicators

Company	Company 1	Company 2	Company 3	Company 4	Company 5	Company 6	Company 7
Observation group	0.53	0.49	0.55	0.56	0.56	0.58	0.53
Control group	0.12	0.19	0.24	0.18	0.23	0.22	0.26

Conclusions: Through the application of management psychology, the management level of the company has been significantly improved, which is reflected in the employees' more active work enthusiasm, higher sense of corporate responsibility and more comfortable working environment; reflected in the management level, the company performance is significantly improved, the labor relations are more stable, and the labor costs are greatly reduced. In today's situation, talent strategy has become more and more important for enterprises. Only with high-quality and innovative talents can the company's own competitiveness be improved. The effective application of management psychology in company management and human resource development provides a new and high-quality approach to the enterprise's talent strategy and overall development, which should be paid attention to.

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ADAPTABILITY ANALYSIS OF ANXIETY PATIENTS TO PUBLIC MANAGEMENT EDUCATION REFORM

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Background: From the generation and gradual accumulation of anxiety to the formation of anxiety disorder, this process is a long and painful process for patients with anxiety disorder. Patients with anxiety disorder often shoulder a large burden in their psychological life and social life. In addition, anxiety disorder may also cause physiological disorders such as headache, muscle soreness and pain, resulting in great pain for patients. Patients with anxiety disorder will experience three main psychological stages: negation, anxiety and acceptance. In terms of psychological distress, the anxiety content of patients with anxiety disorder is often events that may not appear or are difficult to predict in advance in their daily life, and this sense of anxiety is persistent and reflected in the details of patients' life behavior. The embodiment of these life details will further strengthen the psychological anxiety symptoms of patients with anxiety disorder, leading to a vicious circle. This psychological state of anxiety is called "expected anxiety state". Patients in this state usually show a state of being extremely sensitive to the stimulation of the external environment, unable to control their thoughts, but also have psychological fear and avoidance of external things, which will further affect their personal life. The response of anxiety patients to anxiety is mainly divided into two kinds. One is evasive behavior, that is, negative emotion, immersed in their own anxiety and fantasy, difficult to respond to external information and raise corresponding interest, which reflects

the characteristics of “Inaction” in behavior. The other is that patients are eager to use a large number of ineffective behaviors to transfer their anxiety. This kind of action is often lacking organization, and the behavior effect is not satisfactory. It is difficult for patients with an anxiety disorder to intervene in their symptoms through their own psychological and behavioral regulation. Therefore, the service support of external society is an extremely important part of their disease intervention. This study takes the reform of public management education as the main research carrier, through the establishment of public management education anxiety auxiliary intervention system, intervene the state of anxiety students in the process of students, and giving psychological education support to anxiety students.

Objective: This study takes the public management education anxiety auxiliary intervention system as the main means to help anxiety students get rid of anxiety problems in their study and life, and provide a new psychological reform path for the modern public management education system while improving students’ academic performance.

Subjects and methods: This study combines the experimental comparison method with the K-means clustering algorithm to compare and analyze whether the auxiliary intervention system of anxiety in public management education has the corresponding effect through clustering classification and actual intervention experiments.

Study design: This study clusters and classifies the anxiety symptoms of students in the process of public management education through K-means clustering algorithm, divide the existing students’ anxiety symptoms into several main symptom types, and on this basis, carries out the comparative experiment before and after the intervention, and analyzes the experimental results with the main anxiety symptoms of students as the dimension. To test the anxiety intervention effect of public management education anxiety auxiliary intervention system in the process of education.

Methods: This study uses Excel to sort out and analyze the data.

Results: The changes of students’ anxiety scores after the auxiliary intervention of anxiety in public management education are shown in Table 1.

Table 1. Anxiety score

Index type	Before intervention	After intervention	<i>P</i>	<i>F</i>
Social anxiety score	60.31	56.42	<0.05	2.61
Expected anxiety score	56.53	51.25	<0.01	0.32
Efficacy anxiety score	55.41	51.76	<0.05	3.68
Positive psychological score	29.27	35.13	<0.05	2.57
Self-identity score	28.61	34.94	>0.05	4.83

Note: *P* < 0.05 means that the data difference is statistically significant, *P* < 0.01 means that the data difference is statistically significant, and *P* > 0.05 means that the data difference is not statistically significant.

In Table 1, only the *P* value of positive self-identity score is greater than 0.05, that is, it is not statistically significant. The *P* values of social anxiety score, efficacy anxiety score and positive psychology score are less than 0.05, which is statistically significant, and the *P* value of expected anxiety score is less than 0.01, which is statistically significant. It can be seen that the auxiliary intervention method of public management education anxiety can form a positive intervention on the social anxiety, expectation anxiety and efficiency anxiety of anxiety students, improve students’ positive psychological score and help students get rid of the negative psychological cycle of anxiety.

Conclusions: It is very difficult for patients with anxiety to adjust their own psychological and social support. This study investigates the anxiety disorder of contemporary public management students, and establishes an auxiliary intervention system for public management education anxiety according to the anxiety characteristics of students, so as to help students get rid of the three main anxiety types of social anxiety, expectation anxiety and efficiency anxiety, break the anxiety psychology and establish a positive psychological cycle, so as to balance the psychological state of students and improve the learning effect.

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THE ROLE OF BEHAVIORAL PSYCHOLOGY IN EMOTIONAL EXPRESSION IN DRAMA PERFORMANCE

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Background: Behavioral psychology is a psychological school originated in the United States in the early 20th century. Its founder is American psychologist Watson. Behaviorism holds that psychology should not study consciousness, but only behavior. The so-called behavior is the combination of various physical reactions used by organisms to adapt to environmental changes. These reactions are nothing more than muscle contraction and gland secretion. Some of them are expressed outside the body, some are hidden inside the body, and the intensity is also different. Behavioral psychology holds that people's psychological consciousness and spiritual activities are unpredictable and inaccessible. Psychology should study people's behavior. Behavior is the body's comprehensive response to environmental changes, which are just muscle contraction and gland secretion. The purpose of behavioral psychology research is to find out the relationship between stimulus and response, so as to infer response according to stimulus and stimulus according to response, so as to predict and control human behavior. Behavioral psychology no longer regards human consciousness as a reflection determined by objective things without its own regulations. It does not believe that the material source required by psychological activities is the content and source of psychological activities. Just as all human material products are always the result of human intellectual activities acting on external materials and the crystallization of internal and external factors, the deepening and development of human psychological activities is always the result of the joint action of internal and external factors. Objective things as the source of external stimulation and instinct or demand as the source of internal stimulation jointly constitute the source of psychological activities, and the content of psychological activities is organically composed of internal and external factors. Only by decomposing cognitive factors and intention factors from people's psychological activities and understanding people's instincts or needs as an intentional existence relatively independent of objective reality and the existence of the whole life, can we logically explain why people have subjective initiative and respond to the actual situation of objective reality. The application and good effect of behavioral psychology in the treatment of autism have been widely recognized in academia, patients and families in some countries. Generally speaking, behavioral therapy for autistic patients can include environmental transformation based on functional analysis, effect regulation and skill training. For the treatment of autism, in addition to the above methods, the more commonly used treatment methods can be summarized as intensive treatment, natural treatment and group treatment. In short, both in theory and in practice, behavioral psychology has made important achievements. Therefore, it is worth continuing to expand the application scope of behavioral psychology.

It should be said that since the birth of dramatic performance art, people have also had academic thinking on this artistic creation practice. Therefore, in fact, there has always been drama performance in drama academia. Whether drama or TV series, actors are required to create vivid, flesh and blood characters to make them have aesthetic value. In the process of shaping the image, the actor needs to "incarnate into a role", that is, the actor takes himself as the carrier, turns himself into a role in the script, shows another role, and becomes another role. However, when actors cannot overcome their emotional expression obstacles, it undoubtedly hinders the shaping of role image. In view of this, this paper constructs a drama performance intervention model based on behavioral psychology, which aims to break the difficulty of emotional expression in the characterization of actors, so as to comprehensively improve the performance ability of actors and bring us vivid and three-dimensional performing artworks.

Objective: To explore the intervention mode of drama performance based on behavioral psychology, in order to solve the emotional expression obstacles of actors in character shaping, so as to improve the performance ability of actors and bring more vivid drama and artworks to the audience.

Research objects and methods: 100 actors were randomly divided into control group and experimental group, with 50 in each group. Combined with the self-made drama emotional expression disorder scale, the emotional expression disorder of actors is measured. The scale consists of five dimensions: limb disharmony, unclear speech, unnatural form, lifeless expression and inattention. The higher the score, the more serious the emotional expression disorder. Among them, the control group adopted the intervention mode of routine performance training, and the experimental group added behavioral psychology on the basis of routine performance training. The intervention period was 1 month. The improvement of emotional expression disorder of the two groups was compared and analyzed.

Methods: Data through SPSS22.0 statistical analysis software is completed.

Results: Table 1 shows the improvement of emotional expression disorder of actors in the two groups after one month of intervention. It can be seen from Table 1 that compared with the control group, the experimental group based on behavioral psychology performance training intervention has a better effect on improving the emotional expression disorder of actors, and there is a statistical difference between the two groups ($P < 0.05$).

Table 1. The improvement of emotional expression disorder in the two groups after one month of intervention ($n=100$)

Factor	Control group ($n=50$)	Experience group ($n=50$)	<i>P</i>
Uncoordinated limbs	4.54±0.55	2.69±0.59	0.00
Unclear enunciation	4.99±0.69	2.47±0.43	0.00
Unnatural form	4.54±0.55	2.54±0.55	0.00
Inflexible expression	4.96±0.41	2.36±0.41	0.00
Mental disorder	4.84±0.46	2.69±0.59	0.00

Conclusions: Performance training intervention based on behavioral psychology can effectively improve the emotional disorder of actors. Therefore, it is worth popularizing and applying in the field of drama performance, so as to bring more three-dimensional and vivid works of art to the audience.

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THE INFLUENCE OF THE TEACHING MODE REFORM OF COLLABORATIVE EDUCATION IN PRESCHOOL EDUCATION ON CHILDREN'S PSYCHOLOGICAL DEVELOPMENT

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Background: Children are not only the initial stage of individual intellectual development, but also the stage of individual forming preliminary cognition of the world. Therefore, correct and appropriate preschool education is of great significance to children's intellectual development, personality shaping and mental health. Preschool education refers to the education that parents, schools and teachers systematically, periodically and scientifically educate children through a series of means and objects, so as to stimulate children's brain and gradually improve the functions of various parts of children's brains. It is an activity of nursing and education for children before the age of 6 weeks. In recent years, with the development of economy and the intensification of competition, people pay more and more attention to preschool education, and the demand for preschool education talents is also increasing. Therefore, the status of preschool education specialty is becoming higher and higher. The teaching effect and efficiency of preschool education courses are related to the quality level of preschool education talents. In order to better improve the teaching effect and quality of preschool education courses, the ministry of education has put forward a collaborative education teaching mode of combining production and learning, so as to improve the practical ability of college students and the teaching quality of kindergartens. Collaborative education teaching mode, that is, before formal work, carries out practical activities for students and practical teaching in kindergartens. In the collaborative education teaching mode, some students are difficult to grasp the key points, their practical ability cannot be improved, and it also hits the students' self-confidence. Therefore, it is necessary to propose a method to reform the collaborative education teaching mode of preschool education.

Behavioral psychology originated in the United States in the early 20th century. It is a branch of psychology. Behavioral psychology is a subject that studies the relationship between human behavior and psychological activities. Behavioral psychology holds that human behavior is an active and conscious behavior under the guidance of consciousness. Human consciousness is composed of intention and cognition, which is the result of the interaction of these two factors. Children's mind has not been developed enough and their self-awareness is strong. Therefore, there will be many unfriendly and abnormal behaviors, such as bullying classmates, screaming, and so on. Therefore, the analysis of children's behavior and psychology based on behavioral psychology can effectively improve the teaching quality of college students. Based on the above contents, integrating the theory of behavioral psychology into the collaborative education teaching mode of preschool education, reforming the collaborative education teaching mode of preschool education can effectively improve the teaching quality, then improve the teaching level of students, and transport more high-quality preschool education talents for the society, which is also of positive significance to the long-term development of our country.

Objective: Correct and appropriate preschool education is of great significance to children's intellectual development, personality shaping and mental health. With the development of the economy and the

intensification of competition, people pay more and more attention to preschool education, and the demand for preschool education talents is also increasing. Therefore, the status of preschool education specialty is becoming higher and higher. The teaching effect and efficiency of preschool education courses are related to the quality level of preschool education talents. The research integrates the theory of behavioral psychology into the collaborative education teaching mode of preschool education, reforms the collaborative education teaching mode of preschool education, and then improves the teaching quality of college students.

Research objects and methods: 60 students were selected from the preschool education major of a normal university by stratified cluster sampling. Among the 60 students, 21 were male and 39 were female, aged from 18 to 24 years old. We should use the cooperative teaching mode of professional education to evaluate the effect of students' pre-school education.

Study design: 60 students were randomly divided into study group and control group with 30 students in each group. For the students in the research group, the cooperative education reform teaching mode of preschool education based on behavioral psychology was adopted for professional course teaching. For the students in the control group, the traditional collaborative education teaching mode of preschool education is used for professional course teaching. After three months of teaching, the examination results of professional courses of the two groups of students were compared.

Methods: The corresponding data were processed and analyzed by software SPSS17.0.

Results: After teaching, the scores of the two groups were significantly improved ($P < 0.05$). After 3 months of teaching, the academic performance of students in the research group was significantly better than that of students in the control group ($P < 0.05$). The examination results of the two groups of students before and after teaching are shown in Figure 1.

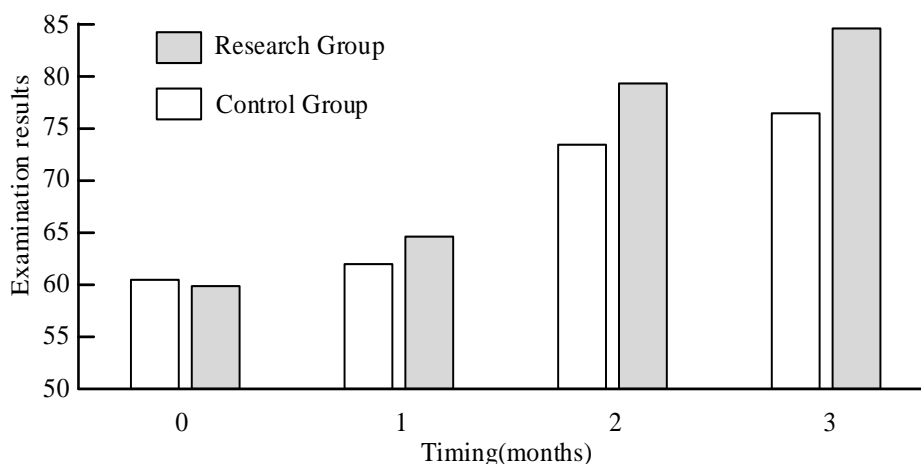


Figure 1. The examination results of the two groups of students before and after teaching

Conclusions: In order to better improve the teaching effect and quality of preschool education courses, the ministry of education has put forward a collaborative education teaching mode combining production and learning, so as to improve the practical ability of college students and the teaching quality of kindergartens. In the collaborative education teaching mode, some students are difficult to grasp the key points, their practical ability cannot be improved, and it also hits the students' self-confidence. Therefore, the research integrates the behavioral psychology theory into the collaborative education teaching mode of preschool education, and reforms the collaborative education teaching mode of preschool education, so as to improve the teaching quality of college students. The experimental results show that after teaching, the scores of the two groups of students' professional courses are significantly improved ($P < 0.05$). After 3 months of teaching, the academic performance of students in the research group was significantly better than that of students in the control group ($P < 0.05$). Therefore, integrating the theory of behavioral psychology into the collaborative education teaching mode of preschool education can effectively improve the teaching quality, then improve the teaching level of students, and transport more high-quality preschool education talents for the society, which is also of positive significance to the long-term development of our country.

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ON THE LIVING SITUATION OF THE ELDERLY WITH MENTAL ANXIETY IN NURSING HOMES

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Background: In the process of accelerating the pace of modern life and intensifying social competition, people often face huge psychological pressure. If the pressure cannot be effectively relieved, it is very easy to produce anxiety. Due to the growth of age and the degradation of physical function, the elderly is prone to anxiety. In the environment of increasing population aging, the number of elderly people living in nursing homes is increasing year by year. Under normal circumstances, the elderly leaves the familiar environment and are separated from their children's relatives and friends. In addition, they are unfamiliar with the environment of nursing homes, unwilling to communicate, and have weak adaptability. They have an obvious sense of loneliness and lack of spiritual and cultural life, which is very easy to produce negative emotions such as anxiety and depression. Most elderly people are also accompanied by a variety of chronic diseases, which further aggravate their negative emotions and make their mental anxiety more serious, Will have a serious impact on their quality of life. In the current social and academic environment, people usually focus on the external and material needs of the elderly, such as their physical health level, economic income and old-age security, while ignoring the spiritual needs and mental health level of the elderly. In recent years, more and more elderly people suffer from psychological diseases such as anxiety and depression, especially the elderly in nursing homes. The anxiety of the elderly is a common problem that puzzles their physical and mental health. It is mainly manifested in excessive worry, inner anxiety, tension, chest tightness, low sleep quality, restlessness and other symptoms. The anxiety of the elderly is related to many factors, including their own factors and social factors. The causes and influencing factors of mental anxiety of the elderly in nursing homes are diverse, which are mainly divided into four aspects: living environment, children's visit, nursing service and interpersonal relationship. Under the influence of different influencing factors, there are some differences in the mental anxiety of the elderly in nursing homes. The severity of mental anxiety has a significant impact on the life satisfaction, mental state and mental health level of the elderly. It will not only reduce their physical and mental health level, but also be a great burden to themselves and their families.

Objective: In order to improve the mental health level of the elderly in nursing homes and alleviate their mental anxiety to the greatest extent, this study will analyze the living situation of the elderly with mental anxiety in nursing homes, fundamentally explore the causes of their mental anxiety, and put forward corresponding improvement measures.

Research object and method: The elderly with mental anxiety were randomly selected from four nursing homes. 18 elderly people were selected from each nursing home, a total of 72. 72 elderly people with mental anxiety were selected as the research objects, and they were evaluated by Self-rating Anxiety Scale (SAS) and Geriatric Anxiety Inventory (GAI). SAS includes 20 evaluation items of anxiety degree, and the score is limited by 50 points. If the score is lower than 50 points, it means normal. 50-59 points, indicating mild anxiety. 60-69 points, indicating that the elderly subjects are accompanied by moderate anxiety. If the SAS score is 70 or above, the elderly is accompanied by severe anxiety. There are 20 evaluation items in GAI, which makes the elderly subjects answer "yes" and "no" according to their own feelings. The total score of GAI is 20. The higher the GAI score of the elderly, the more serious their mental anxiety symptoms are.

Research design: 72 elderly people with mental anxiety were analyzed by ant colony classification algorithm, and the severity of mental anxiety was obtained under the accurate evaluation of SAS and GAI. For all the elderly subjects, psychological intervention was used to alleviate their anxiety, and the SAS score and GAI score of the elderly subjects before and after the intervention were compared and analyzed.

Methods: By means of regression analysis, the survival situation and anxiety level of the elderly with mental anxiety in nursing homes were explored. The SAS score and GAI score of the elderly before and after the intervention were statistically analyzed by MATLAB software. All measurement data are expressed in the form of mean \pm standard deviation, and $P < 0.05$ is taken as the standard with statistical significance.

Results: Table 1 shows the comparison results of SAS score and GAI score of the elderly with mental anxiety in the nursing home before and after the intervention. It can be seen from Table 1 that before the intervention, the mental anxiety symptoms of the elderly were more serious. After the intervention, the

SAS score and GAI score were significantly reduced, indicating that their mental anxiety had been effectively alleviated.

Table 1. SAS and GAI scores of elderly people with mental anxiety in nursing homes before and after intervention

Evaluation time	Before intervention	After 3 months of intervention	After 6 months of intervention	After 9 months of intervention
SAS score	64.37±5.07	56.14±4.68	52.69±5.13	47.69±5.11
GAI score	18.24±1.16	12.01±0.89	9.94±1.08	7.52±0.93

Note: Compared with that before implementation, * $P < 0.05$.

Conclusions: The living situation of the elderly with mental anxiety in nursing homes is not very optimistic. Therefore, on the basis of giving the elderly basic elderly care services and meeting their daily life needs, we should also accurately evaluate and analyze their mental anxiety symptoms. Intervention measures can significantly alleviate the mental anxiety of the elderly and improve their mental health level.

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META ANALYSIS OF THE EFFECT OF EXERCISE ON COGNITIVE FUNCTION IN PATIENTS WITH ALZHEIMER'S DISEASE

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Background: Cognition is the process in which the human brain receives external information, processes it, and transforms it into internal psychological activities, so as to obtain knowledge or apply knowledge. It includes memory, language, visual space, execution, calculation, understanding and judgment. Cognitive impairment refers to the impairment of one or more of the above cognitive functions, which affects an individual's daily or social ability, and can be diagnosed as dementia. There are many reasons. Except for organic diseases, most of them are caused by mental diseases. Such as neurasthenia, hysteria, hypochondriasis, climacteric syndrome, depression, obsessive-compulsive disorder, Alzheimer's disease, schizophrenia, reactive psychosis, paranoid psychosis, mania, manic depression, etc. The human brain involves a wide range of cognitive functions, including learning, memory, language, movement, thinking, creation, spirit, emotion and so on. Therefore, the manifestations of cognitive impairment are also diverse. These manifestations can exist alone, but they often appear at the same time. Cognitive impairment is a common neuropsychological symptom in patients with stroke, brain injury and various dementia. In the rehabilitation process of patients with brain injury, cognitive impairment is an important factor that hinders the improvement of limb function and activities of daily living. Paying attention to the clinical manifestations of various cognitive impairment, timely examination and diagnosis will help to treat cognitive impairment in time, shorten the rehabilitation process of patients with brain injury and promote the rehabilitation of brain injury. Rehabilitation training plays an important role in alleviating symptoms and delaying the progress of symptoms. Training includes attention training, memory training, calculation training and perceptual obstacle training.

Alzheimer's disease (AD), also known as Alzheimer's disease, is a degenerative disease of the central nervous system. It has a hidden pathogenesis and chronic progression. It is the most common Alzheimer's disease. It is mainly manifested in neuropsychiatric symptoms such as progressive memory impairment, cognitive impairment, personality change and language disorder, which seriously affect social, professional and life functions. The etiology and pathogenesis of AD have not been clarified, and its characteristic pathological change is the formation of amyloid deposition B Extracellular senile plaques, neurofibrillary tangles formed by hyperphosphorylation of tau protein, and neuronal loss caused by glial cell proliferation. The disease may be caused by a variety of social (heterogeneous) factors. From the current research, there are more than 30 possible factors and assumptions of the disease, such as family history, female, head injury, low education level, thyroid disease, high or low childbearing age of mother, virus infection and so on. The following factors are related to the onset of the disease: family history, physical diseases, head trauma, etc. In terms of clinical manifestations, the onset of this disease is slow or hidden. Patients and their families usually don't know when to start. This is more common among people over the age of 70. The symptoms of a few patients quickly become clear after physical disease, fracture or mental stimulation. There are more

women than men (the ratio of men to women is 3:1). The main manifestations are the decline of cognitive function, mental symptoms and behavioral disorders, and the gradual decline of daily living ability. It is divided into three periods according to the deterioration of cognitive ability and physical function. In terms of examination methods, it mainly includes neuropsychological examination, hematological examination and neuroimaging examination.

At present, the clinical treatment of ad is mainly drugs, but the progress of drug research and development is very slow. Some studies have shown that non drug intervention can improve cognitive function. Epidemiological investigation shows that routine exercise can reduce the decline rate of cognitive function. Exercise can improve cerebral blood flow velocity, nerve connection, maintain and increase brain volume, and promote nerve regeneration and vascular regeneration. However, clinical randomized studies have not determined the effect of exercise on improving cognitive function. Some clinical studies believe that exercise can improve cognitive function, while others believe that exercise can not improve cognitive function. The reason may be related to the small sample size and the short intervention time. In other words, whether the effect of exercise on cognition is effective in clinic is controversial. Therefore, this paper makes a meta-analysis on the role of exercise in improving cognitive function of ad disease.

Objective: Through the evaluation method of meta-analysis, this paper defines the impact of exercise on cognitive function of AD patients, in order to provide evidence-based basis for clinical intervention.

Research objects and methods: Search databases such as PubMed, Web of Science, evidence-based health care database (JBI), Cochrane Library, EMBASE, EBSCO, Ovid, CNKI, Wanfang, VIP and CBM. The retrieval time limit is from the establishment of the database to December 2021, and trace its references. Finally, 6 literatures were included (all randomized controlled trials). The experimental group was given exercise therapy, and the control group was given routine intervention (the control group was given foot bath or plantar massage, and the control group was given game intervention); The baseline of the experimental group was similar to that of the control group, and there was no significant difference between the two groups before intervention; Combined with the mini mental state examination scale (MMSE, used to evaluate cognitive state, the total score is 30 points. The higher the score, the better the cognitive function).

Methods: RevMan5.3 statistical software was used for meta-analysis.

Results: Figure 1 shows the forest diagram of the effect of exercise on cognitive function in patients with AD. As shown in Figure 1, exercise can improve the cognitive function of AD patients, and the difference is statistically significant (MD = 2.72, 95% CI: 1.19-4.25, $P < 0.05$).

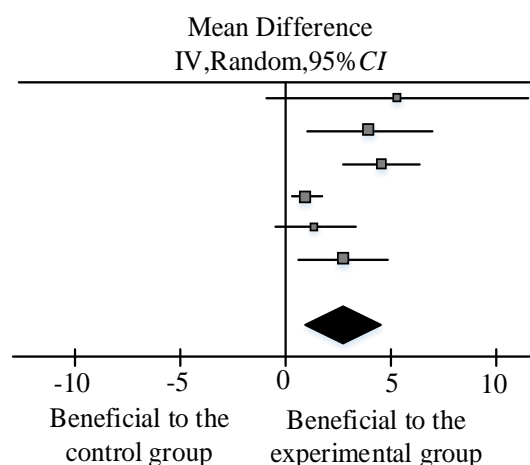


Figure 1. Forest diagram of the effect of exercise on cognitive function of AD patients

Conclusions: Exercise can improve the cognitive function of AD patients. As a new type of patient intervention model, exercise therapy is the future treatment direction of AD patients by reconstructing the intervention structure, integrating advanced information technology, taking patients as the center, paying attention to the awakening of patients' potential, actively guiding patients to actively receive treatment and comprehensively exercising patients' cognitive function.

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INFLUENCE AND EXPLORATION OF COLLEGE STUDENTS' PSYCHOLOGICAL ANXIETY FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: The anxiety of college students is a common phenomenon in college learning. The main reason for students' anxiety is that students' psychology cannot adapt to the college environment. In college learning, learning tasks and learning requirements have been qualitatively improved compared with middle school teaching, which requires students to achieve more satisfactory results after teaching, but the increase of learning pressure also further increases students' psychological pressure, when students cannot meet the learning tasks issued by teachers and cannot meet the learning requirements required by teachers, they will have anxiety. In psychology, psychological anxiety is defined as a short-term negative emotion, which is easy to breed under the influence of the outside world. Generally, it will only affect students' psychological activities in a short time. However, when patients with anxiety disorder have long-term anxiety, they often have anxiety. In the face of real life, it is difficult to express their true feelings, and it is never easier to have doubts and uneasiness about the unknown, resulting in serious mental damage. The treatment of students' psychological anxiety in colleges and universities is mostly concentrated in routine teaching. Through course teaching and after-class communication, we can understand students' psychological anxiety, help students solve their own anxiety problems, and keep students in good psychological mood in daily learning.

In order to alleviate the psychological anxiety of college students, colleges and universities began to apply educational psychology to education and teaching. The main content of educational psychology is to formulate the teaching plan through the psychological feedback of students or teachers, and optimize the teaching plan through the psychological changes of students or teachers in the follow-up teaching process. Educational psychology is one of the main research contents in psychology. Its core idea is to carry out educational reform from the perspective of psychology. Educational reform includes the college teaching system, teachers' teaching plan and students' school strategy. Under the category of educational psychology, the purpose is to deeply grasp students' learning psychology by analyzing students' psychological behavior, stimulate students' motivation in the learning process, induce students to actively give full play to their self-study ability in learning, and then improve the learning effect. In addition, educational psychology can also make the teaching plan more scientific by grasping the psychological changes of teachers. For college teachers, according to educational psychology, teachers can be fully encouraged to use innovative teaching methods to exercise students' learning thinking, effectively alleviate students' learning pressure and reduce students' psychological anxiety. Therefore, the research takes educational psychology as the main breakthrough point to innovate the teaching mode of colleges and universities, and uses the teaching innovation mode to teach students in order to improve students' psychological anxiety.

Objective: This paper discusses the significance and value of educational psychology in college education and teaching reform, and analyzes the specific impact of college teaching reform on students' psychological anxiety from the perspective of educational psychology.

Study design: Using the literature method to collect the research status of teaching reform in colleges and universities using educational psychology, and using the principal component analysis to extract the content of educational psychology with important significance, so as to construct the teaching innovation scheme of colleges and universities. Taking a university as the research object, the number of students with psychological anxiety in the university was counted, and the anxiety status of all students was measured by self-rating anxiety scale. Innovative programs were adopted for all students to teach, and the changes of students' anxiety in the teaching process were evaluated by SPSS22.0 for statistical analysis, $P < 0.05$ is statistically significant.

Results: According to the statistics, the number of students suffering from anxiety in a university before teaching is 276. All anxiety students are taught with innovative programs. The results are shown in Table 1. Table 1 shows that through the innovative program teaching under educational psychology, the number of students with anxiety has been significantly increased, resulting in a significant decrease in the average anxiety score of 276 students, and the difference between before and after data is statistically significant ($P < 0.05$).

Table 1. Changes of students' anxiety

Project	Before teaching	After teaching	<i>P</i>
Anxiety number	276	123	<0.05
Anxiety score	66.2±2.05	36.37±1.19	<0.05

Conclusions: To improve students' anxiety in college teaching is one of the important contents of college teaching reform. How to alleviate students' psychological anxiety is also a problem that colleges and universities need to solve. In the research, educational psychology is used to obtain the psychological changes of teachers and students in teaching, analyze the main influencing factors of students' psychological anxiety, and formulate innovative teaching plans. The teaching results show that the number of anxiety students receiving innovative teaching has decreased significantly, and the anxiety scores of students with anxiety psychology have also decreased significantly. Therefore, in college teaching, we need to be people-oriented, fully understand the psychological impact of students from the level of students and teachers, and formulate appropriate teaching plans to alleviate students' learning anxiety and promote students' healthy growth.

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INFLUENCE OF LANDSCAPE ARCHITECTURE ON THE REHABILITATION EFFECT OF DEPRESSIVE PSYCHOSIS

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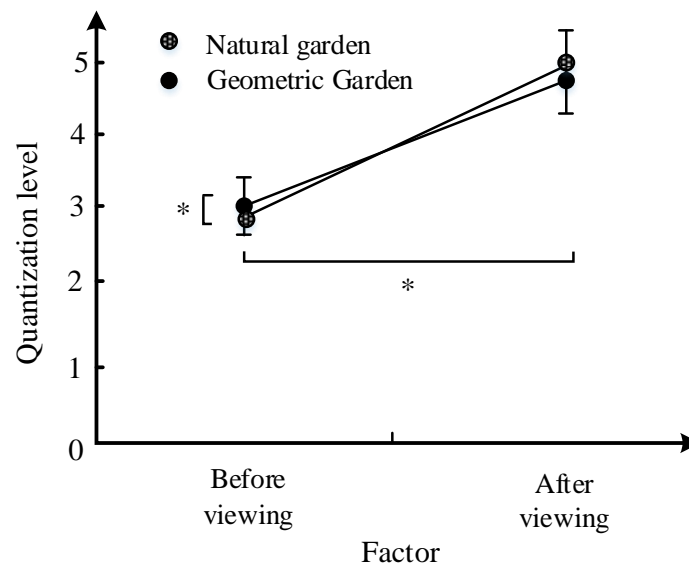
Background: Depression can also be called a depressive disorder. In clinical manifestations, it is mostly manifested in patients' depression, pessimism, cognitive and emotional disorders. Patients often fall into strong pessimism, ineffective control of Self Meditation and uncontrollable negative thinking. Patients often have poorer psychological function and higher risk of recurrence than ordinary people, it is a common emotional mental disease in clinic. The pathogenic factors of depressive psychosis are complex, involving the effects of individual physiology, individual social environment, individual psychological characteristics and so on. Depressive psychosis has both separate and concurrent conditions. Previous studies have shown that there is a significant correlation between depression and inflammatory factors in patients. Patients often have the phenomenon of increased inflammatory factors and decreased anti-inflammatory factors. Research also shows that when individuals have inflammation, patients' nuclear factors will be activated, and form depression and anxiety behavior after a series of protein expressions. At present, the drugs produced for the physiological pathogenesis of depressive psychosis have gradually diversified. Among them, monoamine oxidase inhibitors, tricyclic antidepressants and tetracyclic antidepressants have been widely used in clinical treatment, but a single physiological treatment often has strong path dependence. Once separated from drugs, patients will relapse depressive symptoms, so drug treatment is not an appropriate way for long-term convalescence. By using the environmental construction of garden landscape, the physical and mental state of patients with depressive psychosis can be effectively improved, and as a psychogenic treatment method, it can help patients get rid of drug path dependence. As a convalescent means to interfere with depressive psychosis by relying on the external environment, the garden landscape can create comfort, relaxation and a positive garden atmosphere can also provide a space for depression patients to communicate with each other, and improve the rehabilitation effect of depressive psychosis patients from the perspective of environmental psychology.

Objective: The purpose of this study is to help patients get rid of drug path dependence in the convalescence process of depressive psychosis, provide psychological convalescence for patients through garden landscape psychogenic convalescence, promote the enrichment of patients' positive psychology, and help patients get rid of the influence of depression.

Subjects and methods: This study combines the Semantic Differential method (SD) with the analysis of variance, and uses the field experiment to analyze the changes of depressive mood of the experimenters before and after viewing in the garden scenic spot, so as to analyze the correlation between the garden landscape and the changes of depressive mood of patients with depressive psychosis.

Study design: In this study, a total of 60 patients with different conditions were selected from the treatment institutions of depressive psychosis, and the ornamental experiment was carried out in the selected garden scenic spot. The experimenters will walk in the garden scenic spot for about 30 minutes, and conduct a psychological measurement and psychological interview before and after the ornamental behavior, according to the contextual differences, the psychological state of the experimental personnel is divided into two contextual dimensions: positive emotion and negative emotion, which are analyzed respectively. The data analysis is carried out by means of mean change, analysis of variance and so on.

Methods: This study uses SPSS19.0 for comparative analysis and change analysis of research data.
Results: The depression scores of the experimenters before and after viewing are shown in Figure 1.



Note: * means $P < 0.05$, and the difference is statistically significant.

Figure 1. Depression score before and after viewing

From the comparison of scores before and after viewing in Figure 1, it can be seen that both natural gardens and geometric gardens have a significant effect on alleviating the depression of patients with depressive psychosis. The starting point of the model line of natural gardens is lower than that of geometric gardens, but the key position is higher than that of geometric gardens after closing, it can be seen that natural gardens have a stronger effect on relieving depression than geometric gardens.

Conclusions: Affected by the high recurrence rate of depressive psychosis, patients with depressive psychosis often have a certain degree of drug dependence in traditional drug intervention, and will face a greater risk of recurrence once the drug is stopped. Therefore, this study takes the psychological intervention of garden landscape as the main intervention means to assist the convalescence of patients with depressive psychosis. Through the enthusiastic setting of the garden landscape, it provides a tour environment conducive to physical and mental health for patients with depressive psychosis. Both natural gardens and geometric gardens can have a positive impact on the psychology of patients with depressive psychosis, compared with geometric gardens, natural gardens have a stronger positive impact on patients with depressive psychosis. Patients with depressive psychosis can relax their body and mind and accept positive ideas by visiting at a fixed time and frequency, so as to control depression and anxiety symptoms.

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THE EFFECT OF STAGE PRACTICE TEACHING OF MUSIC PERFORMANCE SPECIALTY ON ALLEVIATING STUDENTS' ANXIETY

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Background: The research on the psychological development of college students shows that about 20% – 47% of them are not fully affected by the psychological development of others. When dealing with the relationship between the external environment and their own psychology, students are prone to conflict, and the handling of interpersonal relations and the worry about employment prospects will cause students' anxiety. The anxiety psychology of college students includes social anxiety, examination anxiety, employment anxiety and so on. Anxiety disorder is a very complex psychological and emotional disorder. It is usually manifested in motor agitation and sympathetic hyperactivity, often accompanied by negative emotions such as anxiety, shame, disappointment, anxiety, fear and so on. Appropriate anxiety can make

students in a more active learning state and have a more active attitude towards themselves and the environment. However, excessive anxiety will cause students' resistance and affect the quality of learning and daily life. Music performance is a kind of performance activity with high requirements for performers. The training goal of music performance specialty is professionals with a solid and systematic combination of basic theories of musicology and basic professional skills, and has high requirements for students' comprehensive quality. However, in the current teaching of music performance specialty, its teaching mode basically imitates the music education specialty, ignores the talent training law of music performance specialty, and the construction goal is not clear, which makes it difficult for students to improve their innovation ability and practical ability. At the same time, the major of music performance pays insufficient attention to students' practical teaching in terms of teaching scheme design and teaching objectives, ignores the changes of students' individual differences and psychological quality, and then it is very easy for students to have a one-sided evaluation, self-doubt and negation of the outside world and their own professional level, resulting in negative emotions and psychological problems such as anxiety. Therefore, exploring the role of stage practice teaching in music performance specialty in alleviating students' anxiety is helpful to improve their mental health level, and has important practical significance and value.

Objective: In order to improve the anxiety of college students, alleviate their anxiety symptoms and help them improve their mental health level, this paper studies the active intervention of college students' psychological anxiety by strengthening the stage practice teaching of music performance specialty.

Research objects and methods: The research takes the college students with anxiety disorder in a music performance major as the research object, innovates their teaching practice, strengthens the stage practice teaching, and explores its alleviation of college students' anxiety psychology on this basis.

Method design: First, grade students according to their psychological anxiety symptoms, and then promote the improvement of teaching scheme by strengthening stage practice teaching, so that the teaching design can better meet the psychological needs and emotional value of anxiety college students. The experiment lasted for three months. After the experiment, the change of psychological anxiety of students majoring in music performance was analyzed with the help of a Self-rating Anxiety Scale, so as to better explore the intervention mechanism of stage practice teaching of a music performance major in alleviating college students' anxiety.

Methods: With the help of social statistical analysis tool SPSS20.0 this paper makes a statistical analysis on the anxiety relief of middle school students in stage practice teaching of music performance specialty.

Results: The dance teaching of performance specialty can guide students to actively show themselves and improve their confidence to a great extent, so as to effectively improve the anxiety level of anxiety college students, alleviate their negative emotions and effectively improve their mental health level. Table 1 shows the scores of anxieties in each dimension of the two groups of students before and after the experiment.

Table 1. The anxiety scores of the two groups before and after the experiment

Anxiety dimension	Before the experiment		After the experiment	
	Average value	Standard deviation	Average value	Standard deviation
Interpersonal relationship processing	2.15	1.96	3.74	2.32
Professional learning confidence	2.76	1.19	3.04	1.41
Employment prospect planning	3.15	1.98	4.59	2.06
Low life emotion	3.97	1.65	2.75	1.47

Conclusions: Vocal singing can improve people's perception, expression and aesthetic ability of music art, and different styles and types of music works bring people different psychological feelings and emotional values. The difference of the main melody of vocal music can effectively bring different emotional experiences to the audience, make them feel "immersive", and then help them relieve their emotions in the process of vocal music singing. At the same time, the teaching of music performance specialty has high requirements for the application and practice of the specialty, and the inherent teaching mode is very easy to cause students' anxiety and psychological problems. The active intervention of anxiety students through stage practice teaching can strengthen the relationship between them and society, improve their affirmation and confidence in their own major, help them actively regulate their emotions and improve their mental health.

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ALLEVIATING THE ANXIETY OF COLLEGE STUDENTS BY MUSIC DRAMA EDUCATION

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Background: In today's fast-paced society, anxiety has become a common emotional stress response. The body of college students is basically mature, but their mind is not fully developed, and their ability to control and master emotions is insufficient, which leads to large emotional fluctuations in the face of various pressures, resulting in damage to the social function of college students and anxiety. Studies have shown that a considerable number of college students have varying degrees of psychological problems, such as emotional instability, negative will, abnormal interpersonal relationships and so on. There are many factors leading to college students' anxiety, which can be roughly divided into poor adaptability, improper handling of interpersonal relationships, academic pressure, employment pressure and so on. Moderate anxiety can help students concentrate, so that they can study more attentively and hard, and then improve their academic performance. However, when the degree of anxiety is too high and lasts too long, students' physical and mental health will be damaged, students' interest in learning will decline, and even weariness will appear, which will greatly affect students' normal study and life.

Behavioral psychology originated in the United States in the early 20th century. It is a branch of psychology. Behavioral psychology is a subject that studies the relationship between human behavior and psychological activities. Behavioral psychology holds that human behavior is an active and conscious behavior under the guidance of consciousness. Human consciousness is composed of intention and cognition, which is the result of the interaction of these two factors. Based on the theory of behavioral psychology, this paper analyzes the causes of anxiety of college students, discusses the behavior mode and psychological change law of anxious college students, and puts forward the use of the emotional communication and spiritual relaxation function of music drama to alleviate the anxiety of college students. The study provides a new way to alleviate the anxiety of college students, which is of positive significance to the academic progress, personal development and social development of college students.

Objective: The body of college students is basically mature, but their mind is not fully developed, and their ability to control and master emotions is insufficient, which leads to large emotional fluctuations in the face of various pressures, damage to the social function of college students and anxiety. Based on the theory of behavioral psychology, this study proposes to use the emotional communication and spiritual relaxation functions of music drama to alleviate the anxiety of college students, which provides a new way to alleviate the anxiety of college students.

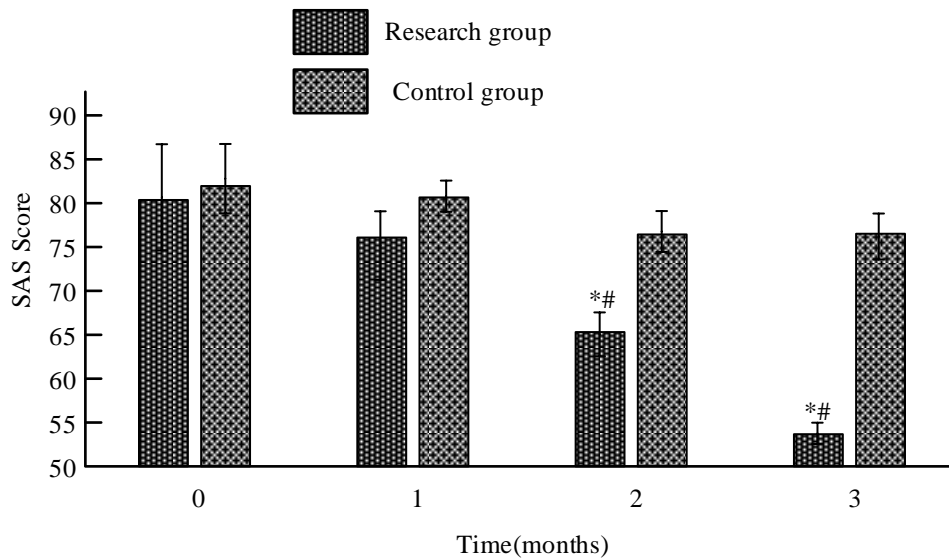
Research objects and methods: 80 students were selected as the research objects in a university. Self-rating Anxiety Scale (SAS), Self-rating Depression Scale (SDS) and Symptom Checklist-90 (SCL-90) were used to evaluate the degree of anxiety of students.

Study design: The students were randomly divided into study group and control group by random number table method, with 40 people in each group. The students in the study group watched music and drama for half an hour every day for intervention treatment. The students in the control group did not intervene. After a period of intervention, the anxiety levels of the two groups were compared.

Methods: The relevant data were processed and analyzed by software SPSS23.0.

Results: Before the intervention, there was no significant difference in SAS score, SDS score and SCL-90 score between the two groups ($P > 0.05$). After the intervention, the SAS score, SDS score and SCL-90 score of the students in the study group were significantly lower than those in the control group ($P < 0.05$). The SAS scores of the two groups of students before and after the intervention are shown in Figure 1.

Conclusions: In today's fast-paced society, anxiety has become a common emotional stress response. Studies have shown that a considerable number of college students have varying degrees of psychological problems, such as emotional instability, negative will, abnormal interpersonal relationships and so on, which leads to a high prevalence of anxiety among college students. Based on the theory of behavioral psychology, this paper analyzes the causes of anxiety of college students, discusses the behavior mode and psychological change law of anxious college students, and puts forward the use of the emotional communication and spiritual relaxation function of music drama to alleviate the anxiety of college students. The results showed that there was no significant difference in SAS score, SDS score and SCL-90 score between the two groups before intervention ($P > 0.05$). After the intervention, the SAS score, SDS score and SCL-90 score of the students in the study group were significantly lower than those in the control group ($P < 0.05$). It shows that the research provides a new way to alleviate the anxiety of college students, and is of positive significance to the academic progress, personal development and social development of college students.



Note: * $P < 0.05$ compared with that before intervention; # It indicates that compared with the control group, $P < 0.05$.

Figure 1. SAS scores of two groups of students before and after intervention

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INFLUENCE OF PRESCHOOL MUSIC INNOVATION EDUCATION IN HIGHER VOCATIONAL COLLEGES ON ALLEVIATING STUDENTS’ PSYCHOLOGICAL ANXIETY

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Background: Psychological anxiety refers to the panic and anxiety caused by social individuals in the face of difficulties or obstacles because they are difficult to solve in time or worried that they cannot solve them effectively. Appropriate psychological anxiety can promote individual behavior and effectively supervise individuals to improve self-efficiency. However, excessive psychological anxiety will seriously affect the quality of individual mental health and lead individuals to fall into negative emotions, under the new social situation, higher vocational students in China are only children, and their family life is relatively closed and constrained, so they are shy and introverted. A long time alone leads to the low ability of these vocational students to deal with problems in interpersonal communication and cannot form a normal interpersonal relationship, which makes vocational students prone to psychological anxiety in the face of interpersonal communication and communication. On the other hand, with the improvement of social and economic level, the connivance of parents to students in modern society is increasing day by day. Some parents spoil students too much, resulting in students’ low psychological pressure resistance and fragile psychological defense line. Therefore, when students leave their families for collective life, they are prone to problems with low willpower and emotional control in the face of difficulties and setbacks, and are troubled by negative emotions such as psychological anxiety in the process of problem solving.

Music assisted therapy is a common method of assisted therapy for psychological problems in psychology, and music psychological education is also the most accepted psychological education mode for students. With the help of the strong emotional appeal of music, music psychological education regulates students’ emotional changes and promotes the improvement and consolidation of students’ psychological quality. Music psychological education stimulates the nervous system in students’ cerebral cortex through beautiful and pleasant music melody, so as to make students have psychological resonance with music, so as to help students relieve pressure, relax and eliminate anxiety. For students majoring in preschool education in higher vocational colleges, music education is an important professional course. Reform and innovate the music education of preschool education specialty in higher vocational colleges, integrate psychological education into preschool music education, improve the professional quality of music education of preschool

education specialty, at the same time, it can also alleviate students' psychological anxiety, improve the mental health level and quality of higher vocational college students, and promote the all-round development of the comprehensive quality of higher vocational college students.

Objective: Through the statistical analysis of the mental health status of students majoring in preschool education in higher vocational colleges, to understand the level of psychological anxiety of students in higher vocational colleges, and to analyze the causes of psychological anxiety of students in higher vocational colleges in combination with family, social background and other factors. Based on the analysis of the current situation and incentives of students' psychological anxiety in higher vocational colleges, this paper puts forward the direction of innovative development of preschool music education in higher vocational colleges, and expects to alleviate the psychological anxiety of students in higher vocational colleges through the reform and optimization of music education of preschool education major in higher vocational colleges.

Research design: With the help of the review and investigation activities of higher vocational college students' mental health level carried out by a city in 2021, this paper grasps the mental health level of higher vocational college students at this stage, understands the current situation of higher vocational college students' psychological anxiety, analyzes the causes of students' psychological anxiety, and discusses the entry point of alleviating higher vocational college students' psychological anxiety. Combined with the analysis of students' psychological anxiety in higher vocational colleges, using the evaluation method of artificial neural network and the powerful data mining and deep learning ability of BP neural network, this paper analyzes the effect of preschool music innovation education in higher vocational colleges on alleviating students' psychological anxiety. The research uses BP neural network to construct the preschool music innovation education model, takes the psychological anxiety status data of higher vocational college students as the model input vector, obtains the changes of higher vocational college students' psychological anxiety under preschool music innovation education, and analyzes the role of preschool music innovation education in higher vocational colleges in alleviating students' psychological anxiety.

Results: The review results of psychological anxiety of students in higher vocational colleges are shown in Table 1. The psychological anxiety of students in higher vocational colleges is generally high.

Table 1. Review results of psychological anxiety of students in higher vocational colleges

Survey object	Freshman	Sophomore	Junior	Senior
Family anxiety	4	3	3	4
Academic anxiety	4	3	4	3
Employment anxiety	3	4	3	4

Conclusions: With the advancement of social process and increasing social pressure, the mental health status of higher vocational students is not optimistic, and the number of higher vocational students with various psychological disorders such as psychological anxiety is increasing. The fundamental purpose of education is to cultivate high-quality compound talents needed by society under the needs of the times. Therefore, higher vocational education must pay attention to students' mental health problems and actively alleviate students' psychological anxiety and other negative psychological states through various ways. Therefore, research on the innovation and reform of preschool music education in higher vocational colleges, through the special form of music, through various music education and teaching activities for students, improve students' aesthetic consciousness and music appreciation ability, so as to alleviate students' psychological anxiety.

* * * * *

EFFECT OF LITERATURE THERAPY ON DEPRESSION OF COLLEGE STUDENTS

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Background: With the development of urbanization, the psychological pressure of urban residents is increasing day by day. At present, there are nearly 350 million patients with depression worldwide, and the number of suicides caused by depression has reached about 1 million every year. According to the clinical characteristics of high recurrence and difficult diagnosis of depression, as well as the social and

psychological characteristics that have not been paid attention to by the majority of social groups. There are still a large number of potential depression groups around the world who have failed to successfully diagnose depression. Depression has become an important mental health problem to be solved all over the world. Depression is an affective mental disorder characterized by psychological symptoms such as depression, slow thinking speed and fading of personal will. On the one hand, patients themselves suffer from psychological depressive symptoms and concurrent symptoms brought by depressive symptoms, such as physiological changes and out-of-control behavior. On the other hand, they bear great psychological pressure in the social environment and are prone to negative emotions such as self-blame and inferiority complex. These negative emotions will have a serious impact on the treatment process of patients themselves. For patients with depression, the social environment cannot improve the individual's sense of well-being, but will continuously lower the individual's sense of well-being, and the low sense of well-being will further aggravate the symptoms of depression and form a vicious circle. Among all depressive symptoms, the impairment of social function has the most serious impact on the quality of life of patients. Therefore, in the clinical research of depression, some researchers have suggested that the final quality of life of patients with depression should be the focus of clinical trials. At present, there are both drug intervention and psychological intervention in the treatment of depression. Drug intervention often causes patients' physiological dependence, while psychological intervention is relatively more conducive to patients' physical and mental health. This study uses literary therapy to intervene the depression of college students, give play to the maintenance effect of literary works on human mental health, help college students with depression get rid of depression and establish a normal personal social life.

Objective: This study uses the mental health maintenance function of literary works to help college students get rid of depression by applying literary therapy to the treatment of depression among college students.

Subjects and methods: This study combines the factor analysis method with the experimental comparison method, studies the key factors that play an active role in the depressive symptoms of college students in the literary treatment method by means of correlation analysis and comparative analysis, and verifies the effectiveness of the literary treatment method.

Study design: This study analyzes the relationship between psychological elements and depression elements of literary works through factor analysis, establishes the specific intervention mechanism of literary therapy, and then analyzes the intervention effect of literary therapy through comparative experiments.

Methods: In this study, Excel was used to make statistics and analysis on the depression-related data of college students.

Results: The analysis of variance of different depression levels of college students before and after the test is shown in Table 1.

Table 1. Analysis of variance of different depression levels before and after test

Level	Light (M±SD)	Moderate (M±SD)	Severe (M±SD)	P	F
Pretest	0.523±0.026	0.652±0.027	0.705±0.006	0.000	65.332*
Post-test	0.478±0.045	0.468±0.055	0.675±0.022	0.011	6.187*

Note: * indicates $P < 0.05$, ** indicates $P < 0.01$, *** indicates $P < 0.001$.

In Table 1, there are extremely significant statistical differences in the comparison of different levels of depressive symptoms among college students before the test ($P < 0.01$), while there are extremely significant statistical differences in the comparison of different levels of depressive symptoms after the test ($P < 0.05$).

Conclusions: Drug intervention for depression often leads to the dependence of patients with depression on drugs. Once separated from drug maintenance, depressive symptoms are likely to relapse. Therefore, in addition to drug intervention, psychological intervention therapy for patients with depression is also very important. This study uses the maintenance effect of literary works on human mental health to apply literary therapy to the intervention of depressive symptoms of college students. Through literary works, literary works can meet the inner emotional needs of patients with depression from the perspective of aesthetic appreciation, promote patients with depression to have a deeper sense of happiness and enhance the inner richness of patients with depression in daily life. At the same time, literature can provide alternative satisfaction for the instinctive desire of patients with depression, help patients establish a more healthy and perfect personality and get rid of the influence of depression.

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EFFECTS OF PERIAPICAL PERIODONTITIS ROOT CANAL THERAPY ON PATIENTS' PSYCHOLOGY AND ANXIETY

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Background: Periapical infection is an infection caused by the necrosis of dental pulp under the influence of pulpitis, and the toxin enters the dental pulp tissue and destroys the apical foramen. There are acute and chronic periapical periodontitis. In the field of medicine, acute periapical periodontitis has a great impact on the physical and mental health of patients. In addition, the incidence of periapical periodontitis is not only pulp necrosis caused by late pulpitis, but also iatrogenic infection, external force and poor eating habits. In recent years, with the gradual increase of incidence rate of periapical periodontitis, the psychological anxiety of patients after illness has gradually increased, and the increase of patients' psychological anxiety has increased the infection degree of periapical periodontitis to some extent. Psychology believes that people's anxiety psychology is affected by external attention. In the long-term infection of patients with periapical periodontitis, the degree of destruction of dental pulp tissue is related to the degree of attention of patients. When patients receive more attention, their inner anxiety will increase rapidly, which will have a negative impact on the follow-up treatment and rehabilitation of patients.

With the proposal of root canal treatment technology, the treatment effect of periapical periodontitis began to be significantly improved. In the process of patient treatment, on the one hand, it is to carry out radical treatment for patients with periapical periodontitis, on the other hand, it is to regulate the psychological mood of patients. Previous studies have shown that in the radical treatment of patients with periapical periodontitis, radical treatment is divided into one-time and multiple treatments. One-time treatment is to take one-time treatment operation in the treatment to reduce the number of follow-up visits of patients. Multiple treatment is to take multiple operations in the treatment. Patients will have regular follow-up visits within a certain period of time after the first treatment, and they will be treated again during the follow-up visit. Only after the doctor determines that the treatment of periapical periodontitis is completed, there is no need for follow-up visits. For the psychological changes of patients during radical treatment of periapical periodontitis, some studies have pointed out that either one-time or multiple treatments can alleviate the psychological anxiety of patients, but it is worth mentioning that few studies have analyzed the differences of psychological anxiety after one-time and multiple treatments, It is impossible to understand the specific impact mechanism of radical treatment of periapical periodontitis on patients' psychological anxiety. Therefore, in order to scientifically and reasonably regulate the psychological anxiety of patients with periapical periodontitis, it is necessary to deeply study the regulation effect of one-time and multiple radical treatment, and select a more effective treatment scheme for patients.

Objective: To investigate the psychological anxiety status of patients with periapical periodontitis, and explore the impact of radical treatment on the psychological anxiety of patients with periapical periodontitis, so as to provide theoretical support for the follow-up treatment and mental health regulation of patients with periapical periodontitis.

Study design: Fifty patients with periapical periodontitis were selected for follow-up investigation. The patients' psychological anxiety was collected before the patients received radical treatment. SAS anxiety rating scale was used for anxiety evaluation, and excel was used to count the patients' psychological anxiety. After treatment, the patients were divided into one-time group and multiple groups according to the treatment methods received by the patients. The psychological anxiety of the two groups was investigated, and the inter group and intra group comparisons were made to evaluate the regulation effect of the two treatment methods on the psychological anxiety of the patients.

Table 1. Changes of psychological anxiety in patients

Group	Before treatment	After treatment	P
Disposable group	65.63±2.34	37.44±1.26	<0.05
Multiplicity group	67.32±2.11	52.44±1.43	<0.05
P	>0.05	<0.05	-

Results: Before treatment, there was no significant difference in anxiety score between the two groups, which was not statistically significant. After treatment, in the intra group comparison, the post-treatment anxiety scores of patients in the one-time group and multiple groups were significantly lower than those

before treatment ($P < 0.05$). In the comparison between groups, there were significant differences in anxiety scores between the one-time group and the multiple groups, and the anxiety scores of patients in the one-time group were significantly lower than those in the multiple group ($P < 0.05$). See Table 1 for details.

Conclusions: Patients with periapical periodontitis will have obvious psychological anxiety before treatment. Regulating the psychological anxiety of patients has a significant positive effect on the follow-up treatment of patients. The study found that radical treatment can significantly alleviate the psychological anxiety of patients, and it can be seen that the use of one-time treatment can not only achieve the same radical effect as multiple treatment but also significantly reduce the psychological anxiety of patients. Therefore, in the treatment of patients with periapical periodontitis, one-time treatment should be the main treatment means to help patients with radical treatment and reduce patients' psychological anxiety at the same time.

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STUDY ON THE INFLUENCE OF DEPRESSION REPORT ON THE MOOD OF PATIENTS WITH DEPRESSION

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Background: Depression is a kind of psychological disease with depression as the main symptom. The causes are emotional disorder, affective disorder and so on. At present, the clinical manifestations of depression are high prevalence, high recurrence rate and high suicide rate. The domestic epidemiological survey of mental diseases shows that the lifetime prevalence of depression is about 10%, of which 75% of patients are at risk of recurrence. Patients with depression will reduce their self-identity and deny their self-worth, show very negative emotions, and seriously affect their quality of life due to the long-term impact of negative emotions. The attention, memory and other cognitive functions of patients with depression will be damaged in varying degrees poor attention and memory function. Patients cannot achieve normal study, life and work when their condition is relatively mild. At present, the common intervention measures are offering lectures on professional knowledge of mental health and targeted personalized psychological intervention. The former popularizes common psychological problems and the adverse effects of psychological problems to patients through regular lectures on mental health knowledge, and provides patients with channels to obtain psychological assistance. The latter alleviates and improves psychological problems through active psychological intervention measures, and sets up a special psychological counseling room to complete psychological counseling. However, these depression intervention programs are difficult to implement, poor effect and low real-time, so it is difficult to fundamentally solve the psychological problems of patients with depression.

Some research reports claim that depression reports play a positive role in the treatment of depression patients' bad emotions. The reason may be that the thinking of patients with depression is easily affected by the external natural environment and human factors. If patients are in a negative environment for a long time, their thinking will be affected by negative factors, and their depressive psychological problems will further worsen. If patients with depression are in a positive and optimistic environment, their thinking, thoughts and behavior will be positively affected, which will reduce the degree of psychological depression. Depression report can be regarded as creating a positive environment for patients. Patients can understand the causes of depression, the intervention methods of depression, the characteristics of depression population, etc. Through depression report, which can alleviate the psychological problems of patients with depression to a great extent, help them see depression objectively and fairly and face it with a positive and optimistic attitude. In addition to displaying the relevant knowledge of depression diseases, depression reports will also share the actual cases of depression patients cured, which can build the confidence of depression patients to recover and enhance the determination of depression patients to recover themselves.

Objective: Analyze the effect of depression reports on the mood of patients with depression, improve the mental health level of patients, and improve the cure rate of patients with depression.

Research objects and methods: 200 patients with depression were randomly divided into control group and experimental group, with 100 patients in each group. The study used Hamilton Depression Scale (HAMD) to analyze the measurement of depressive symptoms of two groups of patients, and used the algorithm of ordering points to identify the clustering structure (options) to classify the improvement effect. The scale

includes seven factors: despair, sleep disorder, block, day and night change, weight, cognitive disorder and anxiety. Set the evaluation index of improvement effect as no improvement, improvement and obvious improvement. The improvement rate is the ratio of the number of people and the total number of people at the two levels of improvement and obvious improvement. The control group took the routine psychotherapy mode for intervention, while the experimental group increased the report of depression on this basis. The whole intervention cycle was one month. The improvement of depressive symptoms of the two groups were compared and analyzed.

Methods: The latest version of SPLM data statistical analysis software was used to analyze the effect of depression reports on the mood of patients with depression.

Results: Table 1 shows the improvement of depressive symptoms in the two groups after the experiment. The depressive symptoms of patients in the experimental group improved more significantly, while the depressive symptoms of patients in the control group improved to a certain extent. Therefore, the introduction of depression report in the experimental group has a significant effect on the intervention of patients.

Table 1. The Improvement of depressive symptoms in the two groups after the experiment (%)

Dimensions of anxiety measurement	Control group (n=100)	Experience group (n=100)
Sense of despair	82.21	89.36
Sleep disorder	83.23	89.67
Block	82.36	90.22
Diurnal variation	85.32	91.23
Weight	84.35	92.31
Cognitive barriers	84.65	93.14
Anxious	86.35	92.14

Conclusions: Depression has a serious impact on people's normal life, and all sectors of society should pay special attention to it. The results show that compared with the general psychological intervention program, the psychological intervention program of depression report has obvious advantages in improving the symptoms of patients with depression, which is worthy of clinical application.

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EFFECT OF URBAN PUBLIC SPACE LANDSCAPE ON ADJUVANT TREATMENT OF PATIENTS WITH DEPRESSION

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Background: Depression is a psychological disease with high prevalence, high recurrence rate and high suicide rate. In clinical practice, patients can pay attention to the people, things and things around them that worry them. At present, there is no mature theory to explain the causes of depression. Analyze the reasons, which may be related to the negative emotions they have been exposed to in the past. Patients with depression are likely to focus on the negative emotions that make them sad, which will further aggravate their depression. A large number of medical studies have pointed out that the mood of patients with depression will be affected by their memories, thoughts, thoughts and other factors in their brain. At present, the common intervention measures are lectures on professional knowledge of mental health and personalized psychological intervention. Lectures on mental health knowledge can not only provide a channel for patients with depression to obtain psychological assistance, but also enable patients to understand and learn the adverse effects of common psychological problems and psychological problems on themselves and their relatives and friends. Positive psychological intervention measures need to be completed by setting up a special psychological counseling room. Psychological counseling can alleviate and improve the psychological problems of patients with depression. However, the implementation of these common depression intervention programs is difficult, the effect is poor, and the real-time performance is low. It is difficult to fundamentally solve the psychological problems of patients with depression. The effect of clinical application is not particularly ideal.

The latest research points out that urban public space landscape can play an important role in the intervention of patients with depression, and experts in the fields of spatial healing and psychological counseling have begun to apply this treatment. Urban public space landscape is a unique landscape formed for different regional styles, times, environment and so on. It has publicity, artistic value, social value, medical value and so on. The manifestations of urban public space landscape are landscape art, green environmental protection, urban sculpture, flexibility, public space field and so on. At present, the design elements usually contained in urban public space for patients with depression have attracted extensive attention from all walks of life. Healing urban public space has unique healing elements, landscapes and other natural scenery. These elements can not only cure patients through their senses, but also bring good spatial feelings to patients with depression. Therefore, the landscape design of urban public space should not only have good environmental construction, but also skillfully use people's psychology to maximize the effect of environmental governance.

Objective: Analyze the adjuvant treatment effect of urban public space landscape on patients with depression, in order to alleviate the symptoms of depression and provide some help for the adjuvant treatment of patients with depression.

Research objects and methods: 100 patients with depression were randomly divided into control group and experimental group, with 50 patients in each group. The study used Hamilton Depression Scale (HAMD) to measure the depressive symptoms of patients, and classified the improvement effect through Balanced Iterative Reduction and Clustering Using Hierarchies (BIRCH). The HAMD scale includes seven dimensions: despair, sleep disorder, block, day and night change, weight, cognitive disorder and anxiety. Each dimension is evaluated with a five-level scoring standard of 0-4 points. Set the improvement effect evaluation index into four levels: no improvement, slight improvement, improvement and obvious improvement. The improvement rate is the ratio of the number of people with slight improvement, improvement and obvious improvement to the total number of people. The control group took the general psychotherapy mode to intervene with the patients, while the experimental group increased the urban public space landscape intervention on this basis. The whole intervention lasted for 3 months. After the experiment, the improvement of depressive symptoms of the two groups were compared and analyzed.

Methods: Through the latest version of Epi Info data statistical analysis software, the improvement effect of urban public space landscape on patients with depression was analyzed.

Results: Table 1 shows the improvement degree of depression in the experimental group in the whole experimental cycle. The depressive symptoms of patients in the experimental group improved significantly, and the degree of improvement was gradually obvious with the increase of treatment time. Therefore, the introduction of urban public space landscape in the experimental group has an obvious effect on the intervention of patients.

Table 1. The Improvement of depressive symptoms in the two groups after the experiment (%)

Dimensions of anxiety measurement	After 1 month	After 2 months	After 3 months
Sense of despair	82.21	85.36	89.36
Sleep disorder	82.36	86.57	91.23
Block	81.28	86.34	91.24
Diurnal variation	84.28	86.29	91.23
Weight	83.68	87.56	93.17
Cognitive barriers	85.21	84.16	89.35
Anxious	84.14	83.25	93.26

Conclusions: Patients with depression will not only have a significant impact on their physical and mental health, but also have a bad impact on the quality of life of their family and friends. Through the urban public space landscape, the degree of depression of patients can be greatly improved. This adjuvant treatment method has a certain promotion value in the intervention of depression.

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STUDY ON THE INFLUENCE OF DIFFERENT MODE TYPES OF MUSIC ON COLLEGE STUDENTS' ANXIETY PSYCHOLOGY

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Background: Anxiety psychology refers to people's emotional reflection caused by the serious deterioration trend of the value characteristics of real things or unknown things in the future. In other words, anxiety is a kind of negative psychological emotion generated by individuals for unknown or dangerous things, mainly including tension, worry, anxiety, worry, etc. Anxiety is mainly divided into two types: realistic anxiety and pathological anxiety. The former refers to people's basic emotional reflection in the process of adapting and solving problems, which will disappear with the disappearance of realistic threats or problems. The latter refers to anxiety without specific reasons, usually accompanied by obvious autonomic nerve dysfunction, continuous subjective pain, impairment of social function and other symptoms. College students are in a critical period of social role transformation and mental maturity, which is likely to produce serious tension under the influence of external pressure or setbacks. At present, a large number of college students will feel confused or uneasy about their employment prospects during the graduation season. They usually have difficulties in maintaining their concentration, losing interest in the things around them, excessive pride or inferiority. College students' anxiety psychology will have a huge negative impact on their study, employment and interpersonal communication, which is not conducive to the improvement of their professional ability and the realization of the goal of all-round development. In recent years, the positive influence of music on individual physical and mental health has been paid more and more attention. Music has been widely used in many fields, such as psychological counseling, clinical treatment and so on. Music has many types. Different types of music can convey different emotional or artistic expressions. Appropriate music can effectively alleviate tension to a certain extent, so as to eliminate anxiety and relax. The pitch, rhythm, melody, mode and timbre of music have strong diversity and richness, which can have different effects on people's emotions. In all the elements of music, mode is the best expression of music emotional characteristics, which can effectively arouse people's emotional changes and relieve their anxiety. In the process of diagnosis and treatment of college students' anxiety psychology, only relying on drug treatment cannot effectively alleviate their anxiety psychology, and it is difficult to obtain significant treatment effects. Therefore, nondrug treatment methods such as cognitive-behavioral therapy and acceptance commitment therapy need to be adopted. As an effective auxiliary treatment, music therapy not only has the characteristics of low cost and easy to control, but also plays a great positive role in alleviating college students' anxiety.

Objective: At present, college students face more external pressure and are prone to anxiety under the negative influence of pressure sources such as study and employment. Therefore, it is imperative to find an effective way to alleviate their anxiety. This study explores the music of different modes and applies it to the relief process of college students' anxiety, in order to effectively alleviate their anxiety and improve their mental health level.

Research objects and methods: 113 college students with anxiety psychology were randomly selected in colleges and universities to give them different mode types of music to explore the impact of different mode types of music on students' anxiety psychology, mainly divided into major fast, major slow, minor fast and minor slow. Self-assessment Manikin (SAM) and Hamilton Anxiety Scale (HAMA) were used to evaluate their anxiety psychology.

Research design: Using different modes of music as an intervention means to explore the changes in college students' anxiety before and after the intervention. Sam's rating standard is 1-9 points. The higher the score, the lower its pleasure. HAMA contains 20 evaluation items in total and adopts 5-level evaluation standard. From 0 to 4, it indicates asymptomatic, mild, moderate, severe and extremely severe. HAMA's score threshold for judging whether there is psychological anxiety is 14 points. If it is greater than 14 points, it means that the subject must be accompanied by anxiety.

Methods: The evaluation results were classified by MATLAB software and support vector machine algorithm, and the relevant scoring data were counted and analyzed.

Table 1. Evaluation results of Sam subscale of college students under different modes and types of music intervention

Intervention mode	Valence	Arousal
Fast in major	4.27±0.85	4.14±1.02
Slow in major	6.56±0.92	6.73±0.89
Minor fast	5.26±1.09	4.25±1.07
Minor slow	7.02±0.97	7.13±1.15

Results: Table 1 shows the SAM score results of college students under different modes and types of music intervention, mainly divided into two aspects: pleasure and arousal. According to Table 1, in terms of

the evaluation results of pleasure degree, the rapid intervention effect in major is the best, and its pleasure degree is the highest, indicating that the anxiety psychology of college students can be effectively alleviated. According to the evaluation results of arousal degree, the arousal degree of the fast major and fast minor is better, and the former has a more significant effect on the improvement of college students' anxiety psychology.

Conclusions: Different modes of music can have different degrees of positive effects on college students' anxiety psychology. Four modes of music can effectively alleviate college students' anxiety psychology, among which the rapid intervention effect of major is the best.

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EFFECT OF VISUAL COMMUNICATION DESIGN ON ANXIETY OF PATIENTS WITH DEPRESSION

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Background: Depression is a kind of psychological disease dominated by depression. It also shows decreased interest and depression. The most common pathogenic factor is mental disorder. Specifically, the typical symptoms of patients with depression include core symptoms, psychological symptoms and physical symptoms. The core symptoms include depression, decreased interest or loss of pleasure. Psychological symptoms include anxiety, thinking retardation, cognitive symptoms, self-blame and self-sin, attempted suicide and behavior, psychomotor changes and self-knowledge. Physical symptoms include sexual dysfunction, depression, light day and night, energy loss, eating and weight disorders, and sleep disorders. Depression patients have low self-identity and self-worth, which seriously affects the quality of life due to the long-term impact of negative emotions, and even suicidal tendencies in serious cases. Patients with depression have different degrees of impairment of cognitive functions such as attention and memory, which are manifested as poor attention and memory function. Patients cannot achieve normal study, life and work when their condition is relatively mild. According to the severity, type and quantity of depression, clinical medicine can divide depression into three types: mild, moderate and severe. According to the characteristics of different populations, depression can also be divided into postpartum depression, child depression and senile depression. Aiming at the etiology of the disease, relatively mature studies believe that the pathogenesis and psychosocial factors, genetics, brain imaging, neuroimmunology, neuroendocrine, biochemistry and so on.

At present, the common intervention measures are offering lectures on professional knowledge of mental health and targeted personalized psychological intervention. Positive psychological intervention measures need to be completed by setting up a special psychological counseling room. Psychological counseling can alleviate and improve the psychological problems of patients with depression. However, the effect of these common depression intervention programs is poor and the scope of application is greatly limited. The psychological problems of patients with depression cannot be fundamentally treated, and the effect of clinical application is not particularly ideal. Some research reports claim that visual communication design plays a positive role in the treatment of bad emotions in patients with depression. Visual communication design is the active behavior of transmitting specific things through visual form, which is usually realized with the help of two-dimensional space such as electronic equipment, color, illustration, graphic design, painting, logo and typesetting. In visual communication design, the visual symbols that human visual organs can feel have specific functions. The reason may be that the thinking of patients with depression is easily affected by the external natural environment. Covering green, red and another favorable visual impacts can make patients with depression in a relatively relaxed and comfortable range, which helps them temporarily stay away from their bad emotions and maintain the dimension of space that makes them happy and flexible.

Objective: To analyze the influence of visual communication design on the anxiety psychology of patients with depression, in order to improve the mental health level of patients and improve the cure rate of patients with depression.

Research objects and methods: 100 patients with different degrees of depression in two cities were selected as the research object. The mental health status of patients before and after the application of visual communication design was analyzed by Hamilton Anxiety Rating Scale (HAMA), and the anxiety of patients was analyzed by Density-Based Clustering (DENCLUE), which lasted for 6 months. The scale is divided into mental and physical factors, including a total of 14 items, and each item is evaluated by 4-level

score. The higher the score on the scale, the more serious the anxiety of patients. The anxiety level is divided into four levels: no anxiety, possible anxiety, obvious anxiety and serious anxiety. The improvement rate was selected as the final evaluation index.

Methods: The effect of visual communication design on anxiety of patients with depression was analyzed by the latest version of SASD data statistical analysis software.

Results: Table 1 refers to the improvement rate of anxiety psychology of patients with depression before and after the application of visual communication design. It can be seen from Table 1 that the anxiety psychology of patients with depression has been significantly improved after the intervention of visual communication design, and the improvement rate has increased significantly over time, mainly because visual communication design can reduce the psychological anxiety of patients with depression to a certain extent through diversified visual symbols.

Table 1. Improvement rate of anxiety in patients with depression before and after the application of visual communication design

Mental health indicators	After 1 month	After 3 months	After 6 months
Spirituality	81.0	86.0	89.0
Somatization	82.0	87.0	92.0

Conclusions: The Institute proposed that visual communication design can improve the psychological anxiety of patients with depression, and this method can have strong popularization value in the anxiety intervention of patients with depression. Later, this method can be applied to the intervention of patients with other types of depression, so as to maximize the scope of application.

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THE NECESSITY OF PSYCHOLOGICAL COUNSELING IN POSTOPERATIVE NURSING OF BURN AND SCALD

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Background: Burn and scald is a special type of surgical diseases. Burns and scalds are mostly sudden and unexpected. Patients often have a variety of negative emotions, which lead to psychological problems. Such as tension, anxiety, fear, irritability, etc. Burns and scalds are mostly accidents. Patients do not have enough psychological preparation and psychological buffer zone. Coupled with the lack of burn knowledge, patients cannot correctly face their own injuries, which will produce anxiety. The pain, the change of appearance, the worry about the future and the fear of death will make the patients have the psychology of fear and fear. After operation, continuous pain, dressing change, dressing, venipuncture and other nursing work will lead to irritability of patients. Burn patients need surgery for complete treatment, and patients generally lack relevant knowledge of burn surgery, resulting in patients' fear of surgery. In addition, due to the unacceptability of accidents, patients will also have negative emotions such as anger and depression. The above psychological problems will lead to anxiety symptoms. The treatment compliance of anxiety patients will be reduced, which will slow down the recovery speed of patients, cause greater economic burden for patients' families, and waste medical resources at the same time. Therefore, it is necessary to conduct psychological counseling for patients.

Behavioral psychology is a subject that studies the relationship between human behavior and psychological activities. Behavioral psychology holds that human behavior is an active and conscious behavior under the guidance of consciousness. Human consciousness is composed of intention and cognition, which is the result of the interaction of these two factors. Based on behavioral psychology, the study analyzes the behavior patterns and psychological laws of patients, and then formulates targeted psychological counseling strategies to alleviate the negative emotions of patients. Including: establishing a good doctor-patient relationship with patients, rational use of nonverbal communication, minimize the pain of patients during operation. Carry out corresponding medical knowledge education for patients. Psychological counseling based on behavioral psychology can effectively alleviate the anxiety of patients, improve the recovery speed of patients, reduce the economic burden of patients' families, and save hospital medical resources.

Objective: Burns and scalds are often sudden and unexpected. Patients often have a variety of negative emotions, which lead to psychological problems. Based on behavioral psychology, the study analyzes the behavior patterns and psychological laws of patients, and then formulates targeted psychological counseling strategies to alleviate the negative emotions of patients, so as to improve the recovery speed of patients, reduce the economic burden of patients' families and save the medical resources of the hospital.

Subjects and methods: 100 burn and scald patients were selected from the surgery of a third-class hospital. Self-rating Anxiety Scale (SAS) and Symptom Checklist-90 (SCL-90) were used to evaluate the degree of anxiety.

Study design: 100 burn and scald patients were randomly divided into study group and control group, with 50 people in each group. Among them, the patients in the study group combined with psychological counseling based on behavioral psychology on the basis of routine nursing. The patients in the control group only received routine nursing. After a period of time, the anxiety levels of the two groups were compared.

Methods: The relevant data were processed and analyzed by software SPSS18.0 and Excel.

Results: Before treatment, there was no significant difference in SAS score and SCL-90 score between the two groups ($P > 0.05$). After a period of treatment, the SAS score and SCL-90 score of patients in the study group were significantly lower than those in the control group ($P > 0.05$). The changes of SAS scores of the two groups before and after treatment are shown in Table 1.

Table 1. Changes of SAS scores of two groups of patients before and after teaching

Timing	Score		<i>t</i>	<i>P</i>
	Research group	Control group		
Before treatment	78.7±3.8	78.6±2.9	0.246	0.752
After treatment	52.1±1.3	61.4±3.8	6.537	0.013
<i>t</i>	8.462	4.453	-	-
<i>P</i>	0.000	0.012	-	-

Conclusions: Most burns and scalds are sudden and unexpected. Patients often have a variety of negative emotions, which lead to psychological problems. The treatment compliance of anxiety patients will be reduced, which will slow down the recovery speed of patients, cause greater economic burden for patients' families, and waste medical resources at the same time. Based on behavioral psychology, this study analyzes the behavior patterns and psychological laws of patients, and then formulates psychological counseling strategies. The results showed that there was no significant difference in SAS score and SCL-90 score between the two groups before treatment ($P > 0.05$). After a period of treatment, the SAS score and SCL-90 score of patients in the study group were significantly lower than those in the control group ($P > 0.05$). Therefore, psychological counseling based on behavioral psychology can effectively alleviate the anxiety of patients, improve the recovery speed of patients, reduce the economic burden of patients' families, and save hospital medical resources.

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STUDY ON THE DEVELOPMENT OF CULTURAL TOURISM INDUSTRY AND ITS ROLE IN EMOTIONAL RELIEF OF PATIENTS WITH ANXIETY DISORDER

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Background: With the development of my country's comprehensive national strength, people's quality of life has been improved. After getting rid of poverty, more people yearn for spiritual freedom and are willing to use their spare time to travel to achieve the effect of relaxing their body and mind. To a certain extent, it has stimulated the development of my country's tourism industry. After several years of development, in order to fully meet the needs of customers, the tourism industry will actively promote new activities to attract tourists, and the mentality of tourists has also changed to some extent. At this point, cultural tourism has emerged to meet people's growing spiritual needs. Modern people, especially young people, often experience anxiety or depression due to the pressure of school, work, and family. Anxiety is a common emotional state in people's psychology. The etiology usually has a certain diversity, including the blow of great changes, physical diseases and so on. Anxiety within the normal range is a natural response of human instinct and a mechanism for human self-protection, and is often referred to as physiological anxiety. If the

severity of anxiety exceeds the normal range, it manifests as pathological anxiety. There are three types of anxiety disorders: generalized anxiety, acute anxiety, and phobias. The clinical manifestations of patients with different types of anxiety disorders are different. To alleviate the anxiety of patients with anxiety disorders, not only need to rely on the patient's own corresponding psychological adjustment, but also need to rely on the positive influence of external environmental factors. Usually, people use energy release method to relieve anxiety, and its main forms can be divided into two categories, namely intrusion and venting, and letting anxiety patients travel is an intrusive energy release method, which invades the brain through external thoughts to achieve diversion. strength and relieve anxiety. Patients with anxiety disorders can choose the corresponding cultural tourism independently, which can achieve a more relaxed state and finally achieve effective relief of anxiety.

Objective: The daily life of patients with anxiety disorder will be negatively affected by their own anxiety, resulting in emotional disorder, cognitive function transformation, neurological disorder and other symptoms, and finally significantly reduce the quality of life of patients. This topic will analyze the development of cultural tourism industry and explore its impact on the emotional relief of anxiety patients, in order to improve the mental health status of anxiety patients.

Subjects and methods: 94 patients with anxiety disorder were selected from the hospital by stratified cluster random sampling, and then the anxiety relief of the two groups of anxiety patients was explored in the form of comparative experiment and questionnaire survey.

Research design: 94 patients with anxiety disorder will be divided into control group and observation group by random number table method, with 47 cases in each group. The patients in the control group were not treated. The patients in the observation group were given guidance on the relevant information of cultural tourism industry and allowed to experience a completely independent cultural tourism. The experimental time was set as one month. Questionnaires were distributed to the two groups of patients before and after the experiment to collect and analyze the anxiety of the patients. In this study, 94 questionnaires were distributed each time. The number of effective questionnaires recovered before and after the experiment were 94 and 92 respectively, and the corresponding questionnaire recovery rates were 100% and 97.87% respectively.

Methods: The questionnaire was mainly Self-rating Anxiety Scale (SAS), which was used to score the anxiety state of the two groups of patients before and after the experiment. The higher the SAS score, the more serious the anxiety of the patients. Through Excel and SPSS19.0 software, the anxiety and its relief of the two groups of patients were statistically and compared. The statistical data are expressed as $\bar{x} \pm s$. t -test is used to compare the data between groups. $P < 0.05$ indicates that the difference is statistically significant.

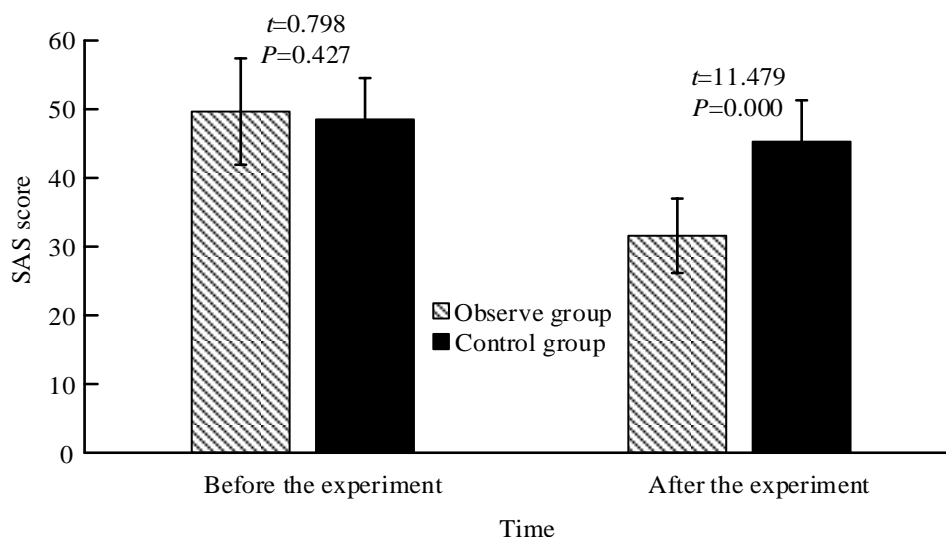


Figure 1. Comparison of SAS scores between the two groups before and after the experiment

Results: As shown in Figure 1, there was no significant difference in SAS scores between the two groups before the experiment ($P > 0.05$), and the comparison between the two groups was comparable. After the experiment, the SAS score of patients in the observation group decreased significantly, indicating that the anxiety of patients was relieved. The SAS score of patients in the control group fluctuated slightly, almost maintained a stable state, and was much higher than that of patients in the observation group ($P < 0.05$).

Conclusions: The rapid development of cultural tourism industry is not only helpful to improve the

national economic level and enhance the sense of Chinese cultural identity, but also has a significant positive impact on the emotional relief of patients with anxiety disorder. Anxiety patients who experience cultural tourism show a significant decrease in SAS score and a significant improvement in mental health, which verifies that the development of cultural tourism industry can provide strong support for anxiety patients to alleviate anxiety.

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RESEARCH ON THE IMPROVEMENT OF COLLEGE STUDENTS' ANXIETY BY THE INTEGRATION MODE OF INDUSTRY AND EDUCATION OF VOCATIONAL EDUCATION IN THE NEW ERA

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Background: In recent years, with the increasing attention of all sectors of society to college students' mental health education, mental health education in higher vocational colleges has also developed rapidly. The integration of industry and education and school enterprise cooperation are the main characteristics of the development of higher vocational colleges in the new era. Looking at the talent training mode of higher vocational education, most of them are "employment oriented and based on job needs". Higher vocational education focuses more on improving students' professional and vocational skills, pays insufficient attention to students' professional quality, psychological quality and personality growth, and pays insufficient attention to students' values, outlook on life and world outlook. The concept of "whole person" training for students is not established. Therefore, under the background of the development of higher vocational education integrating industry and education in the current new era, how to innovate the form and content of mental health education and promote the development of physical and mental health and psychological quality of students in higher vocational colleges is an important issue that the majority of mental educators must think deeply. At present, due to the imbalance of students' physical and mental development, many students often face psychological confusion and psychological conflict, and some develop into serious psychological obstacles such as weariness, loneliness and inferiority, and even lead to psychological diseases. According to the viewpoint of collaborative education, under the current background of school enterprise cooperation and integration of production and learning, mental health education in higher vocational colleges is a systematic project. The system includes three departments: teaching, student work and logistics service, including four contents: psychological course teaching, psychological activities, psychological census, psychological counseling and psychological crisis intervention. It includes four teams: full-time psychological teachers, part-time psychological teachers (psychological work counselors), class tutors (class teachers) and full-time teachers.

Objective: To establish a long-term mechanism for mental health education, which is of great significance to coordinate the division of labor and cooperation of various departments, give play to the synergy of various systems, and explore the mental health education model with local characteristics and professional characteristics in combination with the actual situation of higher vocational colleges, so as to promote the sustainable development of mental health education in higher vocational colleges.

Research objects and methods: In order to alleviate the anxiety symptoms of college students, taking the production education integration mode of vocational education in the new era as the research method, 400 questionnaires were distributed to college students with anxiety in higher vocational colleges in a certain area to test their psychological characteristics. A total of 372 questionnaires were collected with a recovery rate of 93%. The subjects were divided into experimental group and control group, with 186 people in each group. The experimental group was given the teaching scheme of industry education integration mode of vocational education, and the duration of the experiment was 2 months. The control group did not receive special teaching within 2 months, but only routine teaching. A total of 210 males and 190 females participated in this project. The age range of all subjects remained between 18 and 23 years, with an average age of 20.6 ± 2.3 years.

Research design: After teaching, the Self-rating Anxiety Scale (SAS) was used to evaluate before and after training. The score limit was 50 points. More than 50 points indicated anxiety. The lower the score, the healthier the psychology. Judge the anxiety status of the two groups of subjects before and after training.

Methods: The relevant data were calculated and counted by Excel software and SPSS20.0.

Results: Before teaching, there was no significant difference in SAS score between the experimental group and the control group ($P > 0.05$). After teaching, the anxiety of the experimental group was significantly improved, and the number of people with severe and moderate emotions was significantly reduced ($P < 0.05$).

Table 1. Anxiety status of the two groups before and after training [n (%)]

Groups	Time	Without anxiety (%)	Mild Anxiety (%)	Moderate anxiety (%)	Severe anxiety (%)
Experimental group	Before teaching	40 (21.50)	98 (52.69)	34 (18.28)	14 (7.53)
	After teaching	114 (61.29)	62 (33.33)	10 (5.38)	0 (0.00)
Control group	Before teaching	46 (24.73)	94 (50.54)	36 (19.35)	10 (5.38)
	After teaching	80 (43.01)	68 (36.56)	32 (17.20)	6 (3.23)

Conclusions: Psychological education activities should be included in the psychological education curriculum and included in the curriculum management as a practical project. According to the task driven teaching model developed according to the constructivist teaching theory, the teaching reform of psychological education curriculum is not only in line with the requirements of project-based teaching reform of school enterprise cooperation in higher vocational colleges, but also in line with the concept and curriculum requirements of psychological education. The concepts of “caring for human nature” and “learner development oriented” of constructivism are consistent with the goal of mental health education to promote the growth and development of college students and the improvement of their personality. The task driven teaching mode is that under the guidance of the teaching theory of “students as the main body and teachers as the leading”, teachers create vivid scenes, stimulate students’ strong interest in learning and desire for knowledge, take a clear task as the goal, let students “do while learning while doing”, and give full play to students’ subjective initiative, it is a teaching form to stimulate students’ imagination and creativity to the greatest extent.

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THE POSITIVE ROLE OF THE MIXED MODE OF PIANO TEACHING IN COLLEGES AND UNIVERSITIES IN IMPROVING STUDENTS’ PSYCHOLOGICAL DEVELOPMENT UNDER EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology is a social psychology that studies human learning, educational intervention, teaching psychology and school organization. Educational psychology can be used to design courses, improve teaching methods, promote learning motivation, and help students face difficulties and challenges in the process of growth. Based on the theory of educational psychology, the teaching model of students’ participatory learning is one of the hotspots of current educational reform research. Its biggest teaching features are: the establishment of a student-centered teaching concept, the change of the role relationship between teachers and students in traditional teaching, and the replanning of the use of classroom teaching time. In short, the student participatory teaching model based on educational psychology can solve teaching problems through the interaction, cooperation and discussion of the whole class, greatly improve students’ autonomous learning ability, make students internalize knowledge into their own knowledge, and then is of great significance to promote the comprehensive development of students. In recent years, with the development of educational psychology, in the teaching process of various disciplines, we should not only consider the teaching of knowledge, but also pay attention to the cognitive and psychological status of students. In the process of teaching, teachers play a leading role, and students are the main body of learning. The study of students’ psychological activities, such as learning motivation, emotional factors, cognitive structure and so on, is of great significance to teaching activities.

In view of this, this study designs a mixed model of piano teaching in colleges and universities based on educational psychology. In terms of the integrity of teaching activities, the mixed mode of piano teaching in colleges and universities based on educational psychology helps to summarize the teachers’ teaching methods and students’ learning methods, and is conducive to students’ timely mastery and evaluation of

their own learning and psychological state. At the same time, in terms of the cognitive structure theory of learning, the mixed mode of piano teaching in colleges and universities based on educational psychology can ensure that students have a more comprehensive learning cognitive structure by dividing the specific teaching content into basic knowledge, teaching methods and psychological components, so that students can give full play to their learning initiative and learning initiative, form an attitude of being willing to learn and wanting to learn.

Objective: To ensure that students can have a more comprehensive and objective understanding of their own learning state, cognitive state and psychological state in specific learning activities, cultivate their own autonomous learning ability, recognize the difficulties they are likely to encounter in learning activities, and update and improve teachers' ideas and teaching ideas in specific teaching activities, strengthen teachers' attention to students' psychological level, so as to implement a targeted and personalized modern piano education model in colleges and universities.

Research objects and methods: The research objects are two classes of students taught by the same piano teacher in a university. The control group adopts the preset teaching mode, and the experimental group adopts the mixed mode of piano teaching in colleges and universities based on educational psychology, and then compare and analyze the effects of the two classes on students' understanding of piano theoretical knowledge. Improve the effect of students' ability to analyze and solve problems, and stimulate students' learning enthusiasm and interest in learning.

Methods: Excel is used to count the learning effect of two classes of students, so as to analyze the teaching effect of the mixed mode of piano teaching in colleges and universities based on educational psychology.

Results: Table 1 comparison of teaching effects of different teaching modes between the two groups. On the whole, in terms of the effect of promoting students' understanding of piano theoretical knowledge, improving students' ability to analyze and solve problems, and stimulating students' learning enthusiasm and interest, the teaching scores of the mixed mode of piano teaching in colleges and universities based on educational psychology were higher than those in the control group, and there were significant differences between the two groups ($P < 0.05$). This shows that the mixed mode of piano teaching in colleges and universities based on educational psychology can significantly improve the actual effect of teaching activities.

Table 1. Comparison of teaching effects of two groups of different teaching modes

Survey dimension	Control group	Experience group	<i>P</i>
Promote students' understanding of theoretical knowledge	3.02	4.48	<0.05
Improve students' ability to analyze and solve problems	2.35	4.42	<0.05
Stimulating students' learning enthusiasm and interest	2.44	4.41	<0.05

Conclusions: The mixed mode of piano teaching in colleges and universities combined with educational psychology is the fundamental way to realize the educational ideal of "people-oriented", so that teachers pay attention to students' emotional factors and teaching language in teaching, so as to truly realize the teaching mode of teachers' leading and students' main body. Enable students to develop a scientific and rigorous way of thinking and develop students' creativity.

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ALLEVIATING EFFECT OF SPECIAL ECOTOURISM MODEL FOR PATIENTS WITH COGNITIVE IMPAIRMENT

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Background: In psychology, it is believed that cognition is to transform external information into internal psychological activities. In psychiatry, cognitive impairment is a mental disorder caused by human brain outside organic diseases. Psychiatry divides cognitive impairment into mental disorders such as perception disorder, memory disorder and thinking disorder. When mental patients have cognitive impairment, they

often show a weakening of sensitivity to the external environment, which leads to symptoms such as retardation and illusion. With the continuous development of medical treatment, the main means of cognitive therapy is also gradually enriched. However, from the current treatment status, the side effects of long-term drug use will affect the normal life of patients with cognitive impairment after drug treatment. In view of this, some scholars suggest that tourism relaxation can be used to alleviate individual cognitive impairment. In some studies, tourism is a way to change patients' cognition. In tourism, in the face of the landscape in the natural ecology, patients with cognitive impairment will show different physical expression in vision and perception. And it can be found from previous studies that patients with cognitive impairment are brain cognitive impairment. When facing simpler and natural objects, they can receive more comprehensive information, which has a significant positive impact on the remission of patients.

With the continuous development of China's tourism industry, tourists have more and more strict requirements for scenic spots. At the same time, with the continuous improvement of national social welfare, special ecotourism suitable for patients with cognitive impairment has gradually appeared in the public perspective. In addition, with the development of ecotourism, the continuous growth of economy further increases the possibility of sustainable development of the ecological environment. Therefore, the special ecotourism model for patients with cognitive impairment has begun to be recognized by psychiatrists. From the current situation of its development, the impact of the special ecotourism model for patients with cognitive impairment on patients with cognitive impairment is becoming more and more obvious. However, a large number of studies are not targeted, and few studies clearly point out the development prospect of the special ecotourism model for patients with cognitive impairment. At the same time, the specific changes caused by patients with cognitive impairment are unknown. Therefore, the research will analyze the application effect of the special ecotourism model for patients with cognitive impairment, and explore the impact of the model on patients with cognitive impairment, in order to provide theoretical support for tourism development and treatment of patients with cognitive impairment.

Objective: Explore the current situation of special ecotourism model for patients with cognitive impairment from the perspective of circular economy, analyze the specific impact of special ecotourism model for patients with cognitive impairment on patients with cognitive impairment, and the changes of small ecotourism of circular economy after the remission of patients with cognitive impairment.

Study design: Taking an ecological scenic spot as the research object, we investigated the changes in the number of patients with cognitive impairment in the scenic spot from 2018 to 2021. At the same time, we investigated the mitigation effect of cognitive impairment patients under the influence of the special ecotourism model for cognitive impairment patients in the four-year development, as well as the changes in tourism revenue under the premise of the increase in the number and participation of cognitive impairment patients.

Results: From 2018 to 2021, the number of tourists with cognitive impairment increased sharply. Among the patients who participated in the cognitive impairment relief of ecotourism, the proportion of patients with significant remission also increased gradually, and the growth rate of ecotourism revenue also increased significantly. The difference is statistically significant, as shown in Table 1.

Table 1. Economic growth under special ecotourism for patients with cognitive impairment

Particular year	Number of tourists with cognitive impairment	Number of people with cognitive impairment remission	Growth rate of ecotourism revenue (%)
2018	127	21	8.3
2019	144	46	7.2
2020	197	102	54.4
2021	306	219	38.3

Conclusions: The treatment of patients with cognitive impairment is one of the key points in psychiatry. It is feasible to use tourism to alleviate patients' cognitive impairment. In the study, the development status of special ecotourism model for patients with cognitive impairment is discussed, and the mitigation of patients with cognitive impairment under this model is analyzed. The results show that the number of tourists with cognitive impairment in the special ecotourism model for patients with cognitive impairment is increasing, indicating that patients with cognitive impairment pay more attention to ecotourism mitigation, and the number of patients with cognitive impairment who have been significantly relieved under this model is increasing, indicating that this model has a significant role in alleviating cognitive impairment. In the treatment of cognitive impairment in psychosis, we can increase the communication between patients with cognitive impairment and the environment from the perspective of ecotourism, gradually improve their cognitive level, help cognitive impairment understand the performance of external things, improve their cognitive ability, and achieve the purpose of alleviating cognitive impairment.

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THE INFLUENCE OF LANDSCAPE ARCHITECTURE DESIGN ON RESIDENTS’ BEHAVIOR AND PSYCHOLOGY

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Background: In the process of social and economic development, people’s pace of life is faster and faster, and the pressure of competition is greater and greater. Therefore, many people suffer from mental anxiety symptoms. When these psychological problems are not solved for a long time, it will lead to psychological diseases, damage the patient’s body function, and even damage the patient’s cerebral cortex, resulting in cognitive impairment. Cognition refers to the process that the brain processes the acquired information and skills intelligently. The process of cognition will involve a series of complex social behaviors and activities such as learning, memory, emotion, thinking and so on. When the human cerebral cortex is damaged by various factors, the brain’s intelligent processing process will be limited and abnormal, which will lead to cognitive impairment. The learning, memory and life of patients with cognitive impairment will be affected, which reduces the quality of life of patients, increases the family economic burden of patients, and is not conducive to the harmonious development of society. Therefore, finding a way to alleviate people’s anxiety and then treat cognitive impairment is of positive significance to patients, their families and social development.

Residential garden buildings can provide residents with space for leisure, communication, entertainment, sports and other activities. At the same time, they are also places for residents to rest and watch the scenery. They can make residents feel relaxed, physically and mentally happy, and then alleviate the negative emotions of residents. However, nowadays, the garden architectural design of many communities simply pursues the landscape effect, ignores the psychological needs of residents, does not analyze the behavior psychology of residents, and ignores the people-oriented principle and concept in garden architectural design, which cannot alleviate the spiritual anxiety of residents. Behavioral psychology is a subject that studies the relationship between human behavior and psychological activities. Behavioral psychology holds that human behavior is an active and conscious behavior under the guidance of consciousness. Human consciousness is composed of intention and cognition, which is the result of the interaction of these two factors. Therefore, based on behavioral psychology, the research analyzes the behavior and psychological law of residents in the community, and then analyzes the impact of residents’ behavioral psychology on residents’ garden architectural design, so as to improve and innovate the garden architectural design, give better play to the landscape and viewing function of residents’ garden architecture, and improve the satisfaction and quality of life of residents in the community.

Objective: Nowadays, the garden architectural design of many communities simply pursues the landscape effect, ignores the psychological needs of residents, does not analyze the behavior psychology of residents, and ignores the people-oriented principle and concept in garden architectural design. Based on behavioral psychology, the research analyzes the behavior and psychological law of residents in the community, and then analyzes the impact of residents’ behavioral psychology on residents’ garden architectural design, so as to improve and innovate the garden architectural design and improve the satisfaction and quality of life of residents in the community.

Research objects and methods: Two residential areas were selected for landscape architecture design, and the SF-36 scale was used to evaluate the quality of life of residents. Self-rating Anxiety Scale (SAS) and Self-rating Depression Scale (SDS) were used to evaluate the mental health level of community residents.

Research and Design: Two communities were selected for landscape architecture design. One community was designed by using the improved landscape architecture design scheme based on behavioral psychology, which was recorded as the research group. Another community is designed with the traditional garden architectural design scheme, which is recorded as the control group. One month after the

completion of the garden building, 50 residents in each community were randomly selected to compare the quality of life and mental health of the residents in the two communities.

Methods: The relevant data were processed and analyzed by software SPSS17.0.

Results: One month after the completion of garden buildings, the anxiety level of residents in the study group was significantly lower than that in the control group ($P < 0.05$), as shown in Table 1.

Table 1. Anxiety level of residents in the two communities

Group	n	Time		t	P
		Before completion	After completion		
Research group	50	68.4±10.9	52.1±6.3	7.654	0.000
Control group	50	69.5±11.3	61.3±8.2	4.125	0.023
t	-	0.258	5.732	-	-
P	-	0.862	0.013	-	-

Conclusions: With the continuous development of China's economy and society and the accelerating process of urbanization, residential areas have become an indispensable and important part of the city and the living carrier of urban residents. Residential garden architecture is an important part of the residential area, which provides residents with a place to rest and view. However, nowadays, the garden architectural design of many communities simply pursues the landscape effect, ignores the psychological needs of residents, does not analyze the behavior psychology of residents, and ignores the people-oriented principle and concept in garden architectural design. Based on behavioral psychology, the research analyzes the behavior and psychological law of community residents and improves the garden architectural design scheme. The results showed that one month after the completion of garden buildings, the anxiety level of residents in the study group was significantly lower than that in the control group ($P < 0.05$).

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THE INFLUENCE OF COLLEGE MUSIC EDUCATION REFORM ON STUDENTS' LEARNING COGNITIVE PSYCHOLOGY

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Background: Cognitive psychology is based on human brain science. Therefore, in cognitive psychology, the process of generating ideas between external stimulation and self-response of human brain is the process of learning to achieve goals. The application of cognitive psychology in music education is also based on brain science. The operation mode of human brain has an important impact on the bias and development of individual music ability. Cognitive psychological learning method is also based on this foundation. Therefore, it has inherent advantages in the combination with music education. When we decompose the acquisition of music skills from the cognitive psychological level, we will find that in the process of cognitive formation, individuals often need to master skills through continuous orientation, decomposition and integration exercises. In practice, we need to allocate action skills and mental skills, including attention, sensation, perception, memory, imagination, thinking and other abilities. Therefore, in the long psychological cognitive process of music learning, new ideas and information may not be accepted by students' existing cognitive structure. In order to make students better accept new information, it is necessary to transform the existing cognitive psychological structure. This process of constantly transforming the cognitive structure and constantly absorbing new information includes not only rationality and insight, but also association and imitation. The more cognitive components in the learning process, the more planned and organized the whole learning subject will be, and the more effective the new information can be integrated into the old structure. Therefore, in the reform of college music education, we should not rely too much on the teaching experience of traditional music education methods. Although this teaching experience has certain effectiveness, there are also some misunderstandings. In the process of teaching reform, we should pay attention to the scientificity of cognitive psychology. Cognitive psychology can play a methodological role in college music education and teaching reform. Through the intervention of students' cognitive process and cognitive methods, we can help students actively use human cognitive characteristics in learning and achieve the purpose of improving learning results.

Objective: This study is based on cognitive psychology, through the psychological improvement of the

old college music education methods, to transform the parts of the old methods that are too dependent on teaching experience and lack of scientificity into more scientific and reliable teaching methods, so as to achieve the effect of teaching reform from the perspective of music education and improve the scientificity of teaching.

Subjects and methods: This study adopts two methods of dialectical sublation and fuzzy evaluation to transform the qualitative evaluation elements into quantitative evaluation elements, and uses the theory of cognitive psychology to scientifically improve the part of traditional music teaching that relies too much on empiricism, so as to retain the more effective part of the old methods. At the same time, through the data collection and statistics of psychological cognition, this paper analyzes the teaching effect of the improved cognitive psychological music teaching method.

Study design: This study mainly takes music majors as the research object, takes the skill music course which is easy to be combined with cognitive psychology as the starting point, carries out the trial operation of the new education method, analyzes the students' learning status under the new music education method by counting the students' learning course progress and psychological situation, and finally makes a quantitative analysis by using the fuzzy evaluation method.

Methods: When analyzing the learning and psychological status of students under the new music education method, this study uses Excel as an analysis tool to count and integrate the data, and then analyze the influence relationship between them.

Results: The impact of the new music education method based on cognitive psychology on students is shown in Figure 1.

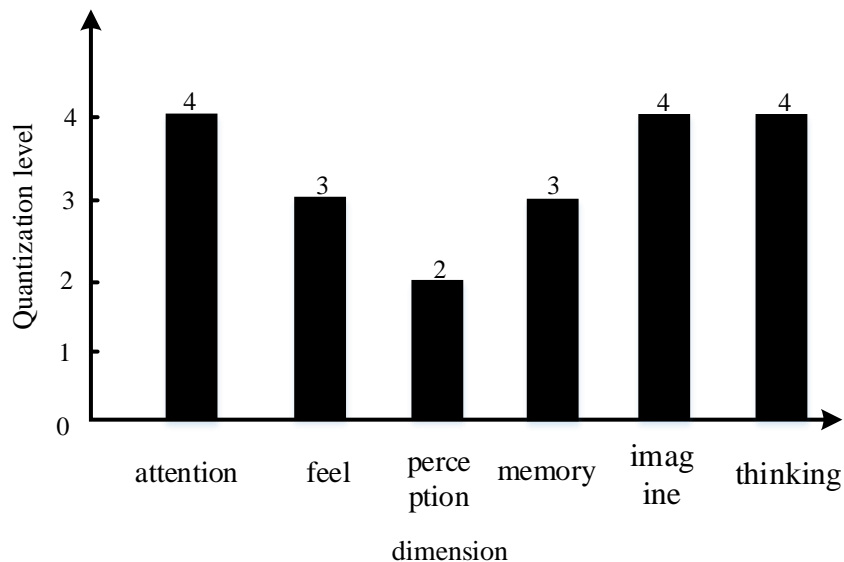


Figure 1. The influence of cognitive psychology on music education

In Figure 1, the new music education method of cognitive psychology has the most significant impact on music students in the three aspects of attention, imagination and thinking, reaching level 4, the impact on feeling and memory is more obvious, reaching level 3, and the impact on perception is more general, only level 2.

Conclusions: This study aims to provide more scientific and reasonable teaching methods for college education of music majors in the comprehensive teaching reform, and shape a teaching method more suitable for students' learning state by combining cognitive psychology with college music education. The new music teaching method based on cognitive psychology can create a scientific way for music learning from three aspects: perceptual cognition, rational cognition and fuzzy cognition, and then affect students from six aspects: attention, sensation, perception, memory, imagination and thinking, so as to improve students' learning state. At the level of psychological cognition, expand the learning system more quickly and effectively to achieve a more comprehensive effect of music teaching.

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A NEW APPROACH TO THE CANONIZATION OF POPULAR CHILDREN'S LITERATURE IN THE CONTEXT OF COGNITIVE IMPAIRMENT - THE METAPHORS OF "DISCIPLINE" AND "ALIENATION" IN RABBIT TRAINING

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Background: Children's psychology is extremely sensitive. When parents or families have problems in education, blindly emphasize "discipline" and lack family communication and care, children will fall into alienation, and may have autism, inferiority and other psychology, which will affect the healthy growth of children. When children are in the dilemma of alienation for a long time, their physical and mental health will be damaged, resulting in brain dysfunction, and then cognitive impairment. Cognitive impairment is a pathological process involving brain function. Patients with cognitive impairment are often accompanied by learning impairment, memory impairment, aphasia and so on, which seriously affects the daily life of patients, reduces the quality of life of patients, increases the family burden of patients, and also affects the harmony and stability of society. Therefore, we need to find an appropriate way to avoid children falling into the dilemma of alienation, improve children's mental health, alleviate children's anxiety and avoid cognitive impairment.

Preschool education psychology is a comprehensive subject combining psychology and preschool education, including cognitive psychology, emotional psychology and child development psychology. Among them, cognitive psychology can help teachers analyze children's cognitive laws, so as to obtain children's cognitive needs and feedback, so as to improve the pertinence and effectiveness of teaching and promote the improvement of children's cognitive ability. Emotional psychology is to let teachers learn to respect children's emotional needs and expression, so as to make children improve their cognition of emotion and emotion in a good teaching environment, and then improve children's emotional perception and emotional control, so that children can correctly face negative emotions such as tension, loss and anxiety. Children's developmental psychology requires teachers to teach around children's development needs, truly understand children, understand children, respect children and find children, so that children can gradually form personality and characteristics in the teaching process. Based on the psychology of preschool education, the research uses Zheng Yuanjie's rabbit training to carry out teaching activities for children, so that children can correctly face the dilemma of alienation, alleviate children's negative emotions, improve children's mental health level, and then avoid children suffering from cognitive impairment.

Objective: When children are in the dilemma of alienation for a long time, children's physical and mental health will be damaged, resulting in brain dysfunction, and then cognitive impairment. Based on the psychology of preschool education, the research uses Zheng Yuanjie's rabbit training to carry out teaching activities for children, so that children can correctly face the dilemma of alienation, alleviate children's negative emotions and avoid children suffering from cognitive impairment.

Research objects and methods: 80 children were selected from a kindergarten as the research objects. Self-rating Anxiety Scale (SAS), Self-rating Depression Scale (SDS) and Hospital Anxiety and Depression Scale (HADS) were used to evaluate children's mental health.

Study design: 80 children were randomly divided into study group and control group with 40 people in each group. Based on the psychology of preschool education, the research group added Zheng Yuanjie's rabbit training in the teaching system. The control group adopted the traditional teaching system. After a period of time, compare the mental health status of the two groups of children.

Methods: The relevant data were processed and analyzed by software SPSS23.0.

Results: After teaching, the SAS score, SDS score and HADS score of children in the study group were significantly lower than those in the control group ($P < 0.05$). The HADS scores of the two groups are shown in Table 1.

Conclusions: Children's psychology is extremely sensitive. When parents or families have problems in education, blindly emphasize "discipline" and lack family communication and care, children will fall into the dilemma of alienation, may have autism, inferiority and other psychology, and then suffer from cognitive impairment, which will affect the healthy growth of children. Based on the psychology of preschool education, the study uses Zheng Yuanjie's rabbit training to carry out teaching activities for children, so that children can correctly face the dilemma of alienation. The results showed that after teaching, the SAS score, SDS score and HADS score of children in the study group were lower than those in the control group, and the difference was significant ($P < 0.05$). Therefore, the rational use of preschool education psychology can alleviate children's negative emotions, improve children's mental health level, and then avoid children suffering from cognitive impairment.

Table 1. SAS scores of two groups of children

Timing	HADS scores		<i>t</i>	<i>P</i>
	Research group	Control group		
Before teaching	22.2±2.3	21.5±3.1	0.304	0.653
After Teaching	12.6±2.7	22.5±2.9	0.420	0.000
<i>t</i>	6.371	0.421	-	-
<i>P</i>	0.000	0.719	-	-

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INFLUENCE OF FLEXIBLE MANAGEMENT ON EMPLOYEE ANXIETY IN ENTERPRISE ECONOMIC MANAGEMENT

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Background: Anxiety disorder, also known as anxiety psychosis, is mainly characterized by fear and anxiety, muscle tension and exercise anxiety. From the perspective of the duration of the disease, anxiety disorder can be divided into acute and chronic anxiety. The causes of anxiety are related to personal personality characteristics and environment. People with introverted, quiet, sensitive and delicate emotions are more likely to have anxiety disorder. They will respond more strongly to the stimuli around them, and then show more obvious reactions. They will have a heavier burden on their hearts. They are more concerned about the evaluation of others and are used to burying their emotions in their hearts. Instead, they will keep accumulating their emotions, slowly change from quantity to quality, and then erupt one day to form anxiety, obviously showing different symptoms of anxiety disorder. Among the environmental factors causing anxiety disorder, they are heavy work tasks, fierce work competition, high learning pressure, individual pursuit of excessive perfection, tense relationship with roommates, long-term mental work and so on. Anxiety disorder will show different obvious symptoms due to different causes. For example, patients with lack of stability, slight movements will make them make a strong response, their heartbeat will accelerate rapidly, their expression will be alert and nervous, and they will quickly search around to find the source of movements. Patients with sense of urgency often feel that they have too little time. Too late to complete the set goals and tasks. There are still many things to do. You'll feel flustered. I want to do everything, but I can't finish anything. For patients with heavy life pressure, they will feel great pressure in life, and many things can only be done with a stiff head. Under great psychological pressure, you will feel psychological fatigue and want to stop, but you can't stop. You have a passive attitude towards work and life and don't have much enthusiasm and enthusiasm.

In enterprises, many employees have varying degrees of anxiety, especially those in large factories. Many of them are patients with heavy life pressure. In order to survive, they have to work continuously in the workshop for more than ten hours every day, with little rest time and great work intensity. After staying for a long time, most employees look numb, the atmosphere in the workshop is heavy, and their enthusiasm for work is not high. The anxiety of employees affects their work efficiency and is not conducive to the management of enterprises. At present, many scholars have conducted research on enterprise management in order to improve employees' work enthusiasm and initiative and improve enterprise performance. Among them, the research puts forward the concept of flexible management, that is, enterprise managers carry out completely humanized management of employees under the common spiritual atmosphere and value of the enterprise, and significantly improve the enthusiasm and creativity of employees through internal identity and driving. Therefore, flexible management is applied to enterprise economic management, and its impact on employee anxiety is studied.

Objective: To analyze the anxiety disorder of employees, understand the status and causes of employees at work, analyze its important role through the application of flexible management in enterprise economic management, and study the impact of flexible management on employee anxiety disorder. Under the people-oriented management thought, respect employees' self-development through democratic and independent management, mobilize employees' own enthusiasm and improve employees' anxiety.

Subjects and methods: The subjects of the study were employees with anxiety disorder. 100 employees with anxiety disorder were randomly selected from a large enterprise. These employees come from

different positions and ages, and their education and family circumstances are different. Understand their specific situation at work, analyze the causes of employee anxiety disorder, carry out flexible management on them, and record relevant data. The fuzzy evaluation method is used to evaluate the impact of flexible management on employee anxiety disorder in enterprise economic management. The quantitative score of relevant influencing factors adopts grade 1-5 score. The higher the score, the greater the impact. The data processing and analysis software adopts SAS software.

Results: In recent years, the competition between enterprises has gradually increased, and the pressure on employees has also increased significantly. Under the stimulation of various competitive pressures, employees have different degrees of anxiety, and their work efficiency is affected. In order to improve the enthusiasm and innovation of employees, flexible management is carried out in enterprise economic management. After flexible management, the anxiety of employees has been significantly alleviated, the recognition of employees to the enterprise has been improved to a certain extent, and they have the enthusiasm and motivation for work. In flexible management, reducing enterprise management level has a great impact on middle-aged patients with middle-aged anxiety disorder, with a score of 4 points. The results are shown in Table 1.

Table 1. The influence of flexible management on employee anxiety in enterprise economic management

Age group	Reduce enterprise management level	Salary incentive	Spiritual motivation
Youth	4	4	5
Young and middle-aged	4	5	5
Middle age	4	5	4

Conclusions: The flexible management of enterprises should be carried out under the people-oriented management thought. By streamlining the enterprise structure, ensuring the smooth horizontal circulation between departments, taking salary incentives, spiritual incentives and other measures to stimulate employees' positive innovation, further strengthen the cooperation of departments, improve employees' work initiative, gradually alleviate employees' anxiety and improve employees' comprehensive ability.

THE POSITIVE INFLUENCE OF CHU MUSIC ON CURRENT VALUE FROM THE EMOTIONAL DISORDER PERSPECTIVE

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SUMMARY

Introduction: Affective disorder is a group of mental disorders with significant and continuous rise or decline of emotion as the main clinical characteristics, often accompanied by corresponding changes in thinking and behavior. There are great differences in the performance of affective disorders. The lighter may be the response to some negative life events, and the heavier may become a serious recurrent or even chronic disability disorder. Chu music art is an important part of Chu culture. Under the background of accelerating the social system engineering of cultural development and prosperity, how to inherit the Chu music culture that has lasted for 2000 years, make Chu music precipitate in history, develop in reality and move towards a prosperous future is an important research topic. The ethical connotation of "Tao follows nature", "eight tones win harmony", "human harmony" and "perfection" contained in Chu music art is full of aesthetic color, which plays an important role in guiding individuals to good, understanding and accepting themselves, understanding reality and facing adversity. In view of this, this study explores the construction of the Chu music culture intervention model for the treatment of patients with affective disorders, in order to carry forward the contemporary value of Chu music culture and expand its positive influence in the intervention and treatment of mental diseases.

Subjects and methods: In order to investigate the positive influence of Chu music culture on the treatment of patients with affective disorder, 80 patients with affective disorder admitted to our hospital from January 1, 2019 to June 30, 2020 were selected as the research object. They were randomly divided into control group and observation group, with 40 cases in each group. Both groups were treated with routine antipsychotic drugs, the control group was given routine psychiatric care, and the observation group was given Chu music culture intervention therapy on the basis of routine psychiatric care. Self-rating Anxiety Scale (SAS), Mania Rating Scale (BMRS) and Self-rating Depression Scale (SDS) were used to compare the anxiety, mania and depression of the two groups before and after the intervention, and the medication compliance and quality of life of the two groups before and after the intervention. The Social function Defect Screening Scale (SDSS) was used to compare the social function defects of the two groups before and after the intervention.

Results: The results showed that the scores of SAS, BMRS and SDS in the two groups after intervention were lower than those before intervention ($P < 0.05$), and those in the observation group were lower than those in the control group ($P < 0.01$). After the intervention, the medication compliance of the observation group was better than that of the control group ($P < 0.05$). After the intervention, the scores of qualities of life in the two groups were higher than those before the intervention ($P < 0.05$), and those in the observation group were higher than those in the control group ($P < 0.05$). After the intervention, the SDSS score of the two groups was lower than that before the intervention ($P < 0.01$), and that of the observation group was lower than that of the control group ($P < 0.01$).

Conclusions: Chu music culture intervention therapy can significantly improve the anxiety, mania and depression of patients with affective disorder, improve the compliance and quality of life of patients, reduce the occurrence of impulsive behavior, and reduce social function defects. Therefore, it can be said that Chu music culture has a positive impact on the treatment of emotional disorders, which is undoubtedly an important embodiment of the contemporary value of Chu music culture.

Key words: Chu music culture - affective disorder - intervention therapy - life governance - social function defects - value impact

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INTRODUCTION

Affective disorder is a group of mental disorders with significant and continuous rise or decline of emotion as the main clinical characteristics, often accompanied by corresponding changes in thinking and behavior. There are great differences in the performance of affective disorders. The lighter may be the response to some negative life events, and the heavier may become a serious recurrent or even chronic disability disorder. In terms of symptoms and signs, the basic symptom of affective disorder is emotional change, which is usually manifested in two completely opposite clinical states: Depressive attack and manic attack. The state diagnosis of depressive

episode and manic episode is also the main basis for the classification and diagnosis of affective disorders. Therefore, it is of great significance to understand the characteristics of the extreme abnormal states of these two emotions and identify them (Nhab et al. 2020).

At the level of depression attack, core symptoms: the core symptoms of depression include depression, lack of interest and loss of fun. This is the main symptom of depression. The diagnosis of depression should include at least one of three symptoms. (1) Depression: the patient experiences depression and sadness. Depressed and gloomy. Patients often complain that they are in a bad mood and can't be happy. Patients with depression can usually distinguish between the pessimism and sadness they experience in

a depressed state and the sadness caused by bereavement. This is the “special nature of depression” often mentioned in the diagnosis of depression. It is one of the symptoms that distinguish between “endogenous” and “reactive” depression. On the basis of depression, patients will feel desperate, helpless and useless (Hui 2019). (2) Lack of interest: it refers to the patient’s lack of interest in various activities he previously liked, such as entertainment, sports activities, hobbies, etc. A typical person lacks interest in anything, good or bad, is isolated from the world and doesn’t want to see anyone (Latif et al. 2020). (3) Loss of happiness: refers to the patient’s inability to experience happiness from life or lack of happiness in daily life. The above three main signs are interrelated and can appear in patients at the same time, that is, causality. However, many patients emphasize only one or two of them. Some patients do not think they are in a bad mood, but they are not interested in the things around them. Some patients with depression sometimes participate in some activities when they are bored, mainly those they participate in alone, such as reading, watching movies, TV, engaging in sports activities, etc. Therefore, on the surface, the patient’s interest still exists, but further investigation can find that the patient has no fun in these activities. The main purpose of these activities is to kill time or hope to get rid of pessimism and disappointment. At the same time, depressive episodes also have typical psychological symptoms: they can be divided into psychological accompanying symptoms (anxiety, self-blame and psychotic symptoms, cognitive symptoms, suicidal thoughts and behaviors, self-knowledge, etc.) and psychomotor symptoms (psychomotor excitement and psychomotor excitement, etc.). It has typical physical symptoms: including sleep disorder, appetite disorder, sexual dysfunction, energy loss, nonspecific physical symptoms, such as pain, physical discomfort, autonomic nerve dysfunction and so on (Bojorquez et al. 2020).

At the level of manic episode, the core symptoms are: high emotion, runaway thinking and enhanced will and behavior. (1) The main symptom of irritability or irritability is mania. It usually shows relaxation, happiness, enthusiasm, optimism, complacency, openness and carefree. This emotional response is vivid, consistent with the inner experience and the surrounding environment, and has a certain appeal. Mild symptoms may not be considered abnormal, but people who know him can see the abnormality of this performance. Some patients also focus on irritable emotions and get angry because of trivial things. Especially when someone accused him of arrogance or unrealistic ideas, he heard no objection. In serious cases, he may have destructive or aggressive behavior. Patients tend to be happy in the early stage of the disease and become irritable in the later stage. Personal anxiety or depression can also occur. (2) Fast thinking: refers to the acceleration of thinking

association speed. The patient’s language is becoming more and more fluent. He feels that his language speed is far from keeping up with his thinking speed. Sometimes there may be phonetic association, that is, phonetic couplet or semantic couplet. May be inattentive and often change with the environment. (3) Will behavior enhancement: that is, coordinated mental movement excitement. Their internal experience and behavior, behavioral response and external environment are relatively unified. In contrast to mental retardation, patients are more active, busy, social and busy. Take the initiative to communicate with others, fall in love at first sight, like to joke or prank, meddle in matters, harbor resentment, and accomplish nothing. In conclusion, manic patients are usually accompanied by a decrease in sleep demand because they are increasing their activity and running tirelessly every day. Due to excessive physical exertion, diet can increase significantly. Some patients do not diet, overeat or overeat. Sometimes, they lose weight significantly because they can’t drink, eat and sleep normally, and even die of exhaustion. Especially elderly or frail patients. Manic patients often wear heavy make-up, especially brightly colored clothes. The patient has high sexual desire. Sometimes they are interested in sex. Sometimes, they will have too much intimacy, hugs and kisses with others on inappropriate occasions, regardless of other people’s feelings. Manic patients may maintain a certain self-awareness, while manic patients usually have incomplete self-awareness (Schwab et al. 2021).

With the progress of science and technology, people have a profound and scientific understanding of the etiology of affective disorder. Especially in the past 20 years, scientists all over the world have conducted a lot of research on the etiology of mood disorders around biological factors (including genetic factors, quality factors, physical factors, physiology, pathology, biochemistry and other aspects) and psychosocial factors, and accumulated a lot of valuable data. However, for the intervention treatment of patients with affective disorder, it is difficult to form a systematic, standardized and standardized scheme. Therefore, whether in theory or in practice, we should actively explore and expand the new direction and new ideas of clinical intervention treatment of affective disorder.

SUBJECTS AND METHODS

Study setting

Culture is the spirit and soul of a nation. It is the decisive factor of a country’s strength. It can profoundly affect the development process of a country and change the fate of a nation. The cultural form of Chu music is inclusive and reserved. Chu music refers to Chu music in the Warring States period, Qin and Han Dynasties. It also refers to the music of the middle reaches of the Yangtze River and the Han

River. It is also known as “Chu tune” or “Southern tone”. Chu music has the characteristics of nationality and integration, allowing the coexistence of Yi and Xia and enjoying both refined and popular tastes. Chu music has rich and complete forms of expression and artistic system. In the spring and Autumn period, the state of Chu set up music officials to be responsible for music affairs. At the same time, due to the lack of constraints and limitations of rites and music, Chu music also contains the “truth” of Chu people, which is not only the truth of temperament, but also the truth of aesthetics. It can be said that Chu music culture, as an important carrier of cultural inheritance, has an important impact on meeting the spiritual and cultural needs of the people. In short, Chu music art is an important part of Chu culture. Under the background of accelerating the social system engineering of cultural development and prosperity, how to inherit the Chu music culture that has lasted for 2000 years, make Chu music precipitate in history, develop in reality and move towards a prosperous future is an important research topic.

Modern physiologists have found that various rhythms of the human body, such as heartbeat, are affected by music and often synchronized with the rhythm of music. If you play slow music, your systolic blood pressure will also decrease. The reason is that music can affect brain waves, slow down physical activities and relax nerves. On the other hand, music therapy can alleviate the patient’s anxiety and other adverse emotions, significantly stimulate the cerebral cortex, stimulate the excitement of cerebral sympathetic nerve, improve the patient’s physical and mental coordination and improve the patient’s quality of life. Music therapy can also divert patients’ attention, keep them happy most of the time and eliminate their bad emotions. At present, it has been used in the treatment of nervous system diseases with remarkable curative effect. Chu music is a wonderful flower cultivated by the pre-Qin Chu people with Jiangnan Plain as their hinterland. With the changes of history and the development of war, it integrates the characteristics of different regions and nationalities, and the music form and artistic connotation are further enriched. The ethical connotation of “Tao follows nature”, “eight tones win harmony”, “human harmony” and “perfection” contained in Chu music art

is full of aesthetic color, which plays an important role in guiding individuals to be good, understanding and accepting themselves, understanding reality and facing adversity. In view of this, this study explores the construction of the Chu music culture intervention model for the treatment of patients with affective disorders, in order to carry forward the contemporary value of Chu music culture and expand its positive influence in the intervention and treatment of mental diseases.

Design

Research object: 80 patients with affective disorder admitted to our hospital from January 1, 2019 to June 30, 2020 were selected as the research object. They were randomly divided into control group and observation group with 40 cases in each group. Inclusion criteria: (1) patients with affective disorders who met the classification and diagnostic criteria of Chinese mental disorders. (2) Patients aged 18-50 years. (3) Informed consent of family members and patients. Exclusion criteria: (1) patients with severe liver, kidney, heart and lung disorders. (2) Emotional disorders caused by organic diseases. (3) Drug allergy or poor compliance. Research methods: both groups were treated with routine antipsychotic drugs, the control group was given routine psychiatric nursing, and the observation group was given Chu music culture intervention therapy on the basis of routine psychiatric nursing. Evaluation indicators: Self-rating Anxiety Scale (SAS), Mania Rating Scale (BMRS) and Self-rating Depression Scale (SDS) were used to compare the anxiety, mania and depression of the two groups before and after the intervention, the medication compliance and quality of life of the two groups before and after the intervention, and the social function Deficiency Screening Scale (SDSS) was used to compare the social function defects of the two groups before and after the intervention. Statistical analysis: SPSS25.0 statistical software was used for statistical analysis, with $P < 0.05$ as the difference, which was statistically significant.

Table 1 shows the comparison of SAS and BMRS scores between the two groups before and after intervention.

Table 1. Comparison of SAS and BMRS scores between the two groups before and after intervention

Group	SAS score		BMRS score	
	Before intervention	After intervention	Before intervention	After intervention
Observation group	71.38±5.94	52.46±4.54*	25.15±4.68	10.53±2.83*
Control group	71.24±5.41	59.51±4.58*	25.25±4.12	14.78±3.83*
<i>t</i>	0.110	6.892	0.112	6.237
<i>P</i>	0.913	<0.001	0.911	<0.001

Note: compared with the same group before intervention, * $P < 0.05$, $P < 0.01$.

Table 2 shows the comparison of SDS and SDSS scores between the two groups before and after intervention.

Table 2. Comparison of SDS and SDSS scores between the two groups before and after intervention

Group	SDS score		SDSS score	
	Before intervention	After intervention	Before intervention	After intervention
Observation group	54.46±6.54	41.68±4.54*	11.15±2.68	4.53±0.83*
Control group	54.51±6.58	45.54±4.58*	11.25±2.12	8.78±1.83*
<i>t</i>	0.062	2.892	0.167	13.957
<i>P</i>	0.913	0.007	0.868	<0.001

Note: compared with the same group before intervention, * $P < 0.05$, $P < 0.01$.

Table 3 shows the comparison of drug compliance between the two groups before and after intervention.

Table 3. Comparison of drug compliance between the two groups before and after intervention

Group	Before intervention			After intervention		
	Complete compliance	Partial compliance	Noncompliance	Complete compliance	Partial compliance	Noncompliance
Observation group	14(35.0)	21(52.5)	5(12.5)	34(85.0)	6(15.0)	0(0.0)
Control group	16(40.0)	19(47.5)	5(12.5)	27(67.5)	9(22.5)	4(10.0)
<i>U</i>		0.140			3.890	
<i>P</i>		0.710			0.049	

Table 4 shows the comparison of quality of life between the two groups before and after intervention.

Table 4. Comparison of quality of life between the two groups before and after intervention

Group		Life field	Psychological field	Social relations field	Field of independence	Spiritual belief
Observation group	Before intervention	30.44±8.41	55.76±8.49	29.47±4.78	44.94±6.24	9.05±1.23
	After intervention	41.68±7.94*#	68.41±9.06*#	39.65±6.55*#	52.53±6.88*#	9.96±1.17*#
Control group	Before intervention	30.59±8.46	55.83±8.84	29.53±4.27	44.81±6.46	9.01±1.14
	After intervention	35.45±8.96	62.44±8.49*	32.46±6.87*	47.34±7.15*	9.42±1.15*

Note: Compared with the same group before the intervention, * $P < 0.05$; Compared with the control group after the intervention, # $P < 0.05$.

RESULTS

After the intervention, the scores of SAS, BMRS and SDS in the two groups were lower than those before the intervention ($P < 0.05$), and those in the observation group were lower than those in the control group ($P < 0.01$). After the intervention, the medication compliance of the observation group was better than that of the control group ($P < 0.05$). After the intervention, the scores of qualities of life in the two groups were higher than those before the intervention ($P < 0.05$), and those in the observation group were higher than those in the control group ($P < 0.05$). After the intervention, the SDSS score of the

two groups was lower than that before the intervention ($P < 0.01$), and that of the observation group was lower than that of the control group ($P < 0.01$).

DISCUSSION

Affective disorder is a group of mental disorders with significant and continuous rise or decline of emotion as the main clinical characteristics, often accompanied by corresponding changes in thinking and behavior. There are great differences in the performance of affective disorders. The lighter may be the response to some negative life events, and the heavier may become a serious recurrent or even

chronic disability disorder. In terms of symptoms and signs, the basic symptom of affective disorder is emotional change, which is usually manifested in two completely opposite clinical states: depressive attack and manic attack. The state diagnosis of depressive episode and manic episode is also the main basis for the classification and diagnosis of affective disorders. Therefore, it is of great significance to understand the characteristics of the extreme abnormal states of these two emotions and identify them. Modern physiologists have found that various rhythms of the human body, such as heartbeat, are affected by music and often synchronized with the rhythm of music. If you play slow music, your systolic blood pressure will also decrease. The reason is that music can affect brain waves, slow down physical activities and relax nerves. On the other hand, music therapy can alleviate the patient's anxiety and other adverse emotions, significantly stimulate the cerebral cortex, stimulate the excitement of cerebral sympathetic nerve, improve the patient's physical and mental coordination and improve the patient's quality of life. Music therapy can also divert patients' attention, keep them happy most of the time and eliminate their bad emotions. At present, it has been used in the treatment of nervous system diseases with remarkable curative effect. Chu music is a wonderful flower cultivated by the pre-Qin Chu people with Jiangnan Plain as their hinterland. With the changes of history and the development of war, it integrates the characteristics of different regions and nationalities, and the music form and artistic connotation are further enriched. The ethical connotation of "Tao follows nature", "eight tones win harmony", "human harmony" and "perfection" contained in Chu music art is full of aesthetic color, which plays an important role in guiding individuals to be good, understanding and accepting themselves, understanding reality and facing adversity. In view of this, this study explores the construction of the Chu music culture intervention model for the treatment of patients with affective disorders, in order to carry forward the contemporary value of Chu music culture and expand its positive influence in the intervention and treatment of mental diseases (Ygm et al. 2019).

Taking 80 patients with affective disorder in our hospital as the research object, they were randomly divided into control group and observation group, with 40 cases in each group. Both groups were treated with conventional antipsychotics, the control group was given routine nursing in psychiatric department, and the observation group was given Chu music culture intervention therapy on the basis of routine nursing in psychiatric department. The results showed that after the intervention, the scores of SAS, BMRS and SDS in the two groups were lower than those before the intervention ($P < 0.05$), and those in the observation group were lower than those in the control group ($P < 0.01$). After the intervention, the medication compliance of the observation group was better than

that of the control group ($P < 0.05$). After the intervention, the scores of qualities of life in the two groups were higher than those before the intervention ($P < 0.05$), and those in the observation group were higher than those in the control group ($P < 0.05$). After the intervention, the SDSS score of the two groups was lower than that before the intervention ($P < 0.01$), and that of the observation group was lower than that of the control group ($P < 0.01$).

The study applied Chu Music Culture Intervention therapy to patients with affective disorders. The results show that Chu music culture intervention therapy can reduce the SAS, BMRS and SDS scores of patients with affective disorders and improve their compliance, suggesting that emotional catharsis combined with music therapy can significantly improve the anxiety, mania and depression of patients and reduce the impulsive behavior of patients. Patients with affective disorders often show emotional instability and irritability. Emotional catharsis can eliminate or reduce patients' bad emotions through venting, help patients treat themselves correctly, control their bad emotions, and improve patients' ability to deal with the external environment (Jung et al. 2020). Chu music culture intervention therapy can increase patients' music experience, make patients enjoy life in music, divert patients' attention, eliminate adverse emotions such as anxiety and depression, encourage patients to exchange music experience, improve their interpersonal communication ability and stabilize their emotions (Abraham et al. 2020). At the same time, give patients positive energy to help them establish self-confidence and enhance social adaptability. The results of this study also show that Chu music culture intervention therapy can improve the quality of life of patients and reduce social function defects. Music therapy can adjust the functional coupling and connection between important brain nodes to reshape the whole emotional network, improve the emotional control ability of patients, increase the understanding of medical staff on the psychological state of patients, provide targeted guidance, solve the psychological problems of patients, alleviate negative emotions, correct the mentality of patients, improve the enthusiasm of patients' life, strengthen medical communication, help patients enhance interpersonal communication ability and increase positive energy. On this basis, Chu music culture intervention therapy stimulates the brain nervous system through sound wave vibration, so as to stimulate nerves and pleasant emotions, stimulate patients' enthusiasm for treatment and communication, improve patients' ability to face and deal with difficulties, promote physical and mental recovery, improve patients' quality of life and reduce social function defects (Camuso et al. 2020).

There are still some limitations and deficiencies in this study: (1) the sample size of this study is still small, so further large sample repeated trials are needed to verify the universality of Chu Le

intervention therapy for patients with affective disorder. (2) The observation time of this study is short, there is no long-term follow-up, and the long-term effect needs to be further studied. (3) This study did not study the factors that may affect the prognosis of the disorder, such as disease severity and intervention time, which need to be further studied in the future.

CONCLUSIONS

On the basis of previous studies, this study improved and innovated the experiment, adopted more careful experimental design and more accurate statistical methods, and evaluated the problem of affective disorder in many aspects. The conclusions include: Chu Music Culture Intervention therapy plays an important role in improving the symptoms of patients with affective disorder. In short, Chu Le culture intervention therapy, as a safe, non-toxic and effective treatment method, is worthy of popularization and application in the clinical treatment of affective disorders.

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ANALYSIS OF PSYCHOLOGICAL FACTORS OF VIOLENT CRIME IN PATIENTS WITH SCHIZOPHRENIA

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SUMMARY

Introduction: Violent crime is a prominent problem in the development of modern society. This is a crime that does great harm to individuals and society and has extremely serious consequences. It accounts for a large proportion in criminal cases and has shown an upward trend year by year in recent years, leaving a shadow on individuals, families and society. It has become an increasingly serious global public health problem, which has attracted extensive attention of the whole society. Death and disability caused by violence have become the most important public health problem in the world. Therefore, the research on violent crime has become an active topic in the fields of criminology, psychology, epidemiology, sociology and so on. The incidence of schizophrenia is generally higher than that of normal patients (especially schizophrenic patients). In view of this, this paper analyzes the psychological factors of violent criminal behavior of schizophrenic patients, in order to clarify the psychological characteristics and risk factors of violent criminal behavior of schizophrenic patients, so as to provide a theoretical basis for timely prediction and intervention of violent criminal behavior.

Subjects and methods: In order to observe the differences and commonalities of relevant psychological factors between violent criminal behavior of SP patients and violent behavior of criminals, 49 violent criminals and 35 schizophrenic patients with violent crime were collected. Minnesota Multiphasic Personality Inventory (MMPI), Personality Diagnosis Questionnaire (PDQ4+), Family Environment Scale - Chinese Version (FES-CV) The early Bad Family Environment Questionnaire (BFEE) was investigated and tested, and then combined with logistic regression analysis to evaluate the differences and commonalities of relevant psychological factors between SP patients and criminals.

Results: The results of MMPI showed that the scores of F, D, HS, HY and PA in schizophrenia group were higher than those in criminal group ($P < 0.05$); The results of PDQ4 + showed that the scores of paranoid, schizoid, schizoid, acting, dependent, passive aggressive and depressive personality disorders in schizophrenia group were higher than those in criminal group, while the scores of antisocial personality disorders were lower than those in criminal group ($P < 0.05$); The results of FES-CV scale showed that there were significant differences in intimacy, emotional expression, success, entertainment and organization between the two groups ($P < 0.05$).

Conclusions: There are not only differences in relevant psychological factors between violent criminal behavior of SP patients and violent behavior of criminals, but also some common pathological personality characteristics.

Key words: schizophrenia - violent crimes - criminals - psychological factors - comparative analysis

* * * * *

INTRODUCTION

In the classification and etiology of schizophrenia, according to the third edition of Chinese classification and diagnostic criteria for mental disorders (CCMD-3), it is divided into paranoid schizophrenia, juvenile schizophrenia, tension schizophrenia, simple schizophrenia and terminal schizophrenia according to the dominant clinical manifestations. According to the disease stage and prognosis, it can be divided into: Post schizophrenic depression, schizophrenic remission, residual schizophrenia, chronic schizophrenia and schizophrenic decline. The pathogenic factors of schizophrenia include three levels: first, neurobiological factors (Li et al. 2020). (1) Neurobiochemical studies have shown that patients have abnormal functions of a variety of neurotransmitters, mainly involving dopamine, serotonin and glutamate. Central dopamine levels are elevated and hyper functional. Traditional antipsychotics are blockers of dopamine receptors in the central nervous system. Central serotonin level is

abnormal. In addition to fighting dopamine receptors, new antipsychotics also fight serotonin receptors. The level of central glutamate is low and the function is insufficient (Podichetty et al. 2021). (2) Neuroanatomical and neuroimaging studies show that the brain tissue of temporal lobe, frontal lobe and limbic system shrinks, ventricles expand and sulcus gyri widen. (3) Maternal virus infection during pregnancy, perinatal complications, adverse stress in childhood and physical diseases are related to neurological development defects, which have a certain impact on the pathogenesis of schizophrenia. Second, genetic factors. The genetic epidemiological survey of a large sample population shows that the prevalence rate among the relatives of patients is several times that of the general population (Biondo & Gerber 2020). The closer the blood relationship, the higher the prevalence. Molecular genetic studies have shown that susceptibility loci are associated with schizophrenia. At present, it is generally believed that schizophrenia may be polygenic, and its pathogenesis is caused by the superposition of multiple genes. Third,

social psychological factors, adverse life events, economic status, pre illness personality and other social psychological factors may play an inducing and promoting role in the pathogenesis of schizophrenia. In short, the etiology of schizophrenia has not been fully clarified. At present, there is no clear causal relationship between some identifiable influencing factors and the disease. It is generally believed that susceptible quality and external adverse factors lead to disease through the joint action of internal biological factors (Bojorquez et al. 2020).

In the clinical manifestations of schizophrenia, first, early symptoms: most patients have chronic onset, decline in work enthusiasm and ability, decline in students' academic performance, indifference to others, estrangement from others, lack of interest in external things, lack of care for their families, lazy life, sensitivity and suspicion, personality change, etc. Some patients may have insomnia, headache, dizziness, weakness, emotional instability and other discomfort and neurological symptoms. Some cases develop rapidly. Clinically, most of them are sudden excitement, impulse, speech disorder, behavior disorder, sporadic hallucinations and delusions. Second, thinking Association disorder: the most typical symptom of schizophrenia is the lack of coherence and logic in the process of thinking Association. The whole dialogue or writing content of the patient is lack of logic, the narration is not very relevant, and the meaning cannot be clearly expressed around the central idea of the dialogue. It's very difficult to talk to patients, which can be confusing (loose thinking). Lack of connection between sentences, language confusion (thinking confusion). Third, the obstacle of thinking content: mainly manifested in delusion. Delusion is a morbid and distorted belief, which is inconsistent with objective facts, educational level and cultural background, and even ridiculous. However, patients do believe this and cannot be persuaded or corrected through their own experience. Fourth, hallucination: hallucination refers to the patient's perception of his own existence when there is nothing in the objective reality. This is a common symptom of schizophrenia. The most common hallucination is auditory hallucination. There was no one talking around, but the patient heard a voice. Auditory hallucinations are common. Their content is critical, controversial, imperative or thinking voices. They are characteristic auditory hallucinations, and more persistent language auditory hallucinations also have diagnostic value. Fifth, affective disorder: manifested as the patient's lack of emotional response to the surrounding things. In the early stage, it is a specific lack of emotion, such as caring and considerate for relatives (emotional indifference), indifferent to major things involving their own interests, and no corresponding emotional response to things that ordinary people feel annoyed and painful (emotional indifference). It can also show

that the emotion is uncoordinated with the surrounding environment, laughing for no reason, and it is difficult to have emotional communication with the patient. The above symptoms are characteristic symptoms of schizophrenia. Sixth, will behavior disorder: patients are often helpless, negative withdrawal, lack of initiative and enthusiasm, do nothing all day, live a lazy life, have no advanced intention requirements (decreased will), have no interest in work, study and communication, significantly reduce their ability and damage their social function. There may also be stupidity, childishness, weird behavior, and violent crime (Mwb A et al.2020).

SUBJECTS AND METHODS

Study setting

In terms of the disease harm of schizophrenia, violent crime is a prominent problem in the development of modern society. This is a crime that does great harm to individuals and society and has extremely serious consequences. It is generally believed that the incidence of violence in psychiatric patients is higher than that in the general population, and is related to the type of mental disorder. Most studies have confirmed the statistical relationship between schizophrenia and violence, especially violence related to drug abuse. Some researchers report that the risk of violent crime in alcoholism combined with schizophrenia is 25.2 times higher than that in the normal population and 7 times higher than that in non-alcohol dependent schizophrenia. Relevant studies have pointed out that there is a moderate and important link between schizophrenia and violence, but this link is less than drug abuse and antisocial personality (Mwb et al. 2020). The increase of violence is limited to specific schizophrenic symptoms, indicating that violence is closely related to schizophrenic symptoms. At the same time, relevant studies have pointed out that hallucinations and delusions are related to the aggressive behavior of mental patients, that is, violent behavior is related to the sound, content and emotion of hallucinations. Most violent patients have the illusion of persecution, which will make patients feel angry and lead to violent crimes. In short, violent crime is the result of the interaction of psychological, social, biological and other factors. This is a very complex social phenomenon. The research should start from the aspects of demography, social psychology and biological factors, pay attention to the interaction of various factors, and make a comprehensive evaluation. In view of this, this paper analyzes the psychological factors of violent criminal behavior of schizophrenic patients, in order to clarify the psychological characteristics and risk factors of violent criminal behavior of schizophrenic patients, so as to provide a theoretical basis for timely prediction and intervention of violent criminal behavior (Ygm et al. 2020).

Design

49 violent criminals and 35 schizophrenic patients with violent violations were collected as the research objects. They were divided into crime group and patient group. The patient group (35 cases) were violent offenders diagnosed with schizophrenia, and the crime group (49 cases) were violent criminals of normal people without mental diseases, brain organic diseases and serious physical diseases. Among them, the inclusion criteria of the patient group: (1) patients who meet the diagnostic criteria of CCMD-III schizophrenia. (2) Male schizophrenic patients aged 18-50. (3) A schizophrenic accused of intentional homicide or injury. Inclusion criteria of crime group: (1) imprisonment for intentional injury or intentional homicide. (2) Male criminals aged 18-50. (3) No history of mental illness. Exclusion criteria: (1) patients with brain organic diseases and serious physical diseases were excluded. (2) Those who do not cooperate with the examination and cannot effectively complete the test.

Minnesota Multiphasic Personality Inventory (MMPI), Personality Diagnosis Questionnaire (PDQ4+), Family Environment Scale Chinese Version (FES-CV) and early bad family environment questionnaire (BFEE) were used to investigate and test, and then combined with logistic regression analysis to evaluate the differences and commonalities of related psychological factors between patients and criminals. MMPI scale: the Minnesota Multiphasic Personality Questionnaire Revised by song Weizhen of the Institute of psychology of the Chinese Academy of Sciences, with a total of 399 questions, which is divided into three validity scales: l (lie score), f (fraud score), K (correction score), HS (hypochondriasis), D (depression), HY (hysteria), PD (psychopathy), MF

(masculinity feminization), PA (paranoia), Pt (mental weakness), SC (schizophrenia), MA (hypomania) Si (social introversion) 10 clinical scales. PDQ4+ scale: including 107 items, used to evaluate 12 types of personality disorders in DSM - IV, including paranoid, schizoid, schizoid, performance, narcissistic, marginal, antisocial, avoidance, dependence, compulsion, passive aggression and depression. FES-CV scale: a total of 90 questions, including 10 factors: family members' intimacy, emotional expression, contradiction, independence, success, knowledge, entertainment, morality and religion, organization and control. BFEE questionnaire includes: incomplete family structure, criminal record of parents, drug or alcohol abuse of parents, maltreatment by parents, abandonment by parents and bad parenting style; Score 0-1.

All materials and data were input into excel and compiled into data tables. SAS statistical software package was used for statistical analysis. First, univariate analysis was performed, and then the violence of schizophrenic patients was taken as the dependent variable. The variables with statistically significant difference between the two groups were taken as independent variables by univariate analysis, and multivariate stepwise logistic regression analysis was performed.

Table 1 shows the comparison of MMPI measurement results between the two groups. Table 2. Shows the comparison of PDQ4+ determination results between the two groups. Table 3 shows the comparison of FES-CV measurement results between the two groups. Table 4 shows the comparison of BFEE measurement results between the two groups. Table 5 shows the results of multivariate logistic regression analysis.

Table 1. Comparison of MMPI measurement results between the two groups

Project	Patient group (n=35)	Criminal group (n=49)	P
L	53.28±9.22	50.21±9.95	>0.05
F	64.69±12.06	59.43±11.98	<0.01
K	51.40±10.98	46.83±11.21	>0.05
HS	66.45±9.34	60.84±14.21	<0.05
D	64.99±9.77	55.72±8.68	<0.05
HY	63.99±9.77	58.39±11.47	<0.05
PD	64.99±9.77	62.44±11.03	>0.05
MF	48.66±9.82	49.49±8.30	>0.05
PA	65.70±12.60	57.65±14.25	<0.01
PT	58.98±9.63	58.03±12.55	>0.05
SC	60.64±10.72	56.56±13.82	>0.05
MA	52.88±8.76	54.61±9.78	>0.05
SI	50.45±9.50	48.93±10.95	>0.05

Table 2. Comparison of PDQ4 + measurement results between the two groups

Project	Patient group (n=35)	Criminal group (n=49)	P
Paranoid	4.42±1.55	3.62±1.25	<0.05
Split like	4.00±1.36	3.42±1.33	<0.05
Split type	4.63±1.50	3.17±1.44	<0.05
Performance type	4.62±1.25	3.02±1.26	<0.01
Narcissistic	4.42±1.33	4.42±1.50	>0.05
Marginal type	4.17±1.44	4.02±1.98	>0.05
Antisocial	2.42±1.26	3.12±1.35	<0.05
Avoidant	4.32±1.50	4.12±1.27	>0.05
Dependent type	4.52±1.98	2.42±1.50	<0.01
Compulsive type	5.02±1.35	4.62±1.25	>0.05
Passive attack	4.22±1.27	3.37±1.33	<0.05
Depressive type	4.33±1.50	3.17±1.44	<0.05
Total score	50.45±11.97	42.93±15.95	<0.05

Table 3. Comparison of FES measurement results between the two groups

Project	Patient group (n=35)	Criminal group (n=49)	P
Intimacy	5.42±1.55	6.62±1.25	<0.01
Emotional expression	4.00±1.36	5.42±1.33	>0.05
Contradiction	4.63±1.50	3.17±1.44	>0.05
Independence	5.62±1.25	5.02±1.26	>0.05
Success	4.42±1.33	5.42±1.50	<0.05
Knowledge	3.17±1.44	3.02±1.98	>0.05
Entertainment	3.42±1.26	4.12±1.35	<0.05
Moral and religious view	5.92±1.50	6.12±1.27	>0.05
Organization	5.32±1.98	6.42±1.50	<0.05
Controllability	3.92±1.35	4.02±1.25	>0.05

Table 4. Comparison of BFEE measurement results between the two groups [n (%)]

Project	Patient group (n=35)		Criminal group (n=49)		P
	Yes (%)	No (%)	Yes (%)	No (%)	
Incomplete family structure	4 (11.4)	31 (88.6)	16 (32.7)	33 (67.3)	<0.05
Parents suffering from mental illness	12 (34.3)	23 (65.7)	5 (10.2)	44 (89.8)	<0.01
Parents have a criminal record	0 (0.0)	35 (100.0)	2 (4.1)	47 (95.9)	>0.05
Parents who abuse drugs or alcohol	7 (20.0)	28 (80.0)	9 (18.4)	40 (81.6)	>0.05
Once abuse by parents	6 (17.1)	29 (82.9)	21 (42.9)	28 (57.1)	<0.05
Once abandoned by parents	1 (2.9)	34 (97.1)	2 (4.1)	47 (95.9)	>0.05
Parents have bad ways of education	12 (34.3)	23 (65.7)	31 (63.3)	18 (36.7)	<0.01

Table 5. Results of multivariate logistic regression analysis

Factor	Regression coefficient	Standard error	χ^2	P	OR	95% CI
History of parental psychosis	1.79	0.80	4.92	<0.05	0.10	1.23-28.20
Once abused by parents	-2.28	0.74	9.39	<0.01	0.10	0.02-0.44
Bad way of Education	-2.15	0.67	10.26	<0.01	0.12	0.03-0.43
MMPI-F	2.26	0.61	9.59	<0.01	9.60	2.89-31.85
MMPI-Pa	1.12	0.56	3.94	<0.05	3.04	1.01-9.10
PDQ-antisocial	-1.70	0.63	7.38	<0.01	0.18	0.05-0.62

RESULTS

Comparison of MMPI measurement results between the two groups

The scores of F (fraud), D (depression), HS (hypochondriasis), HY (hysteria) and PA (paranoia) in schizophrenia group were significantly higher than those in criminal group ($P < 0.05$), but there was no significant difference in other factor scores ($P > 0.05$).

Comparison of PDQ4+ measurement results between the two groups

The scores of paranoids, schizoid, schizoid, performative, dependent, passive aggressive and depressive personality disorders in schizophrenic group were higher than those in criminal group, and the scores of antisocial personality disorders in criminal group were higher than those in schizophrenic group, the difference was statistically significant ($P < 0.05$), and there was no significant difference in other factor scores ($P > 0.05$).

Comparison of FES-CV results between the two groups

The scores of intimacies, success, entertainment and organization of FES-CV in schizophrenia group were lower than those in criminal group, the difference was statistically significant ($P < 0.05$), and there was no significant difference in other factor scores ($P > 0.05$).

Comparison of BFEE measurement results between the two groups

In the schizophrenia group, the number of parents suffering from mental illness in the early years was more than that in the criminal group, while the number of parents suffering from parental abuse, poor parenting style and incomplete family structure in the early years was less than that in the normal criminal group, the difference was statistically significant ($P < 0.05$), and there was no statistical significance in the other factor scores ($P > 0.05$).

Results of logistic regression analysis

The risk factors of violent behavior in schizophrenic patients were the high scores of F and PA of MMPI and early parental mental history. The risk factors of criminal violence are early parental abuse, parents' bad rearing style and antisocial personality.

DISCUSSION

In terms of the disease harm of schizophrenia, violent crime is a prominent problem in the development of modern society. This is a crime that does great harm to individuals and society and has

extremely serious consequences. It is generally believed that the incidence of violence in psychiatric patients is higher than that in the general population, and is related to the type of mental disorder. Violent crime is the result of the interaction of psychological, social, biological and other factors. This is a very complex social phenomenon. The research should start from the aspects of demography, social psychology and biological factors, pay attention to the interaction of various factors, and make a comprehensive evaluation. In view of this, this paper analyzes the psychological factors of violent criminal behavior of schizophrenic patients, in order to clarify the psychological characteristics and risk factors of violent criminal behavior of schizophrenic patients, so as to provide a theoretical basis for timely prediction and intervention of violent criminal behavior (Contreras-Molina et al. 2020).

In the comparison of MMPI measurement results between the two groups, the results of this study showed that the scores of F (fraud), D (depression), HS (hypochondriasis), HY (hysteria) and PA (paranoia) in the schizophrenia group were higher than those in the criminal group, the difference was statistically significant ($P < 0.05$), and the difference of other factor scores was not statistically significant ($P > 0.05$). The high scores of HS and D scale reflect the depression, pessimism, excessive control, many vague physical discomforts, anxiety, self-centered, complaining and complaining of violent and illegal schizophrenic individuals. This may be the characteristic symptom of schizophrenic violent offenders. Most of these people have inexplicable psychological and physical pain, do not pity life, negative indifference. It may also be related to the situation of detention and judicial expertise. The high PA score of schizophrenic patients often suggests that the symptoms of patients are mainly systematic delusion, especially victim delusion. In adult mental patients, the increase of F score is a rough index of the severity of psychopathology. The higher the score, the more serious the mental disorder is. Combined with clinical analysis, it is suggested that the violent behavior of schizophrenic patients is related to psychopathology. In addition, the results of multiple stepwise regression analysis show that f and PA scores are related to schizophrenia violence, which further shows that the violence of schizophrenic patients is a disease state, and the motivation of violence is absurd and lack of reality (Amaa et al. 2020).

In the comparison of PDQ4 + measurement results between the two groups, the results of this study showed that the scores of paranoid, schizophrenic, schizophrenic, performing, dependent, passive aggressive and depressive personality disorders in the schizophrenic group were higher than those in the criminal group, the scores of antisocial personality disorders in the criminal group were higher than those in the schizophrenic group, the difference was

statistically significant ($P < 0.05$), and the differences of other factor scores were not statistically significant ($P > 0.05$). It is partially consistent with the results of MMPI in this study. In short, foreign scholars have proved that the personality diagnosis questionnaire (PDQ4+) has good specificity and sensitivity when applied to the criminal population, and is suitable for the screening of personality disorders in the criminal population (Branitsky et al. 2020).

In the comparison of the results of FES-CV and BFEE between the two groups, psychologists of all schools attach great importance to the psychological growth in childhood and believe that early experience has a great impact on the integrity of personality in adulthood. Family is the first place for individuals to accept socialization. People's behavior and psychology are directly or indirectly affected by the early family environment. Some studies believe that early parental violence, adverse family environment such as mental history and substance abuse history, and traumatic life experiences such as abandonment and abuse in childhood are related to adult violence. This study found that most of the parents in the schizophrenia group had a history of mental illness, while the violence in the criminal group was related to parental abuse and poor parenting style in their early years. At the same time, this paper found that the evaluation of family in schizophrenic patients was significantly lower than that in criminal group in terms of intimacy, success, entertainment and organization. In particular, the score of family intimacy is significantly lower than that of the criminal group, which reflects that such family members are not close enough, cannot fulfill their mutual commitments, and cannot help and support each other. It can also be understood that schizophrenic patients lack communication with their families and are not good at obtaining help and support from their families. It may be that disease factors undermine the patient's reality test ability, are sensitive to the surrounding environment and interpersonal communication, and cannot feel or make use of the support given by family and society (Seeman 2020).

Finally, in multivariate logistic regression analysis, the high scores of F and PA of MMPI and early parental mental history are the risk factors of violent behavior in schizophrenic patients, especially the high score of F of MMPI is an important risk psychological factor in this kind of patients. The high scores of PA and F are related to psychotic paranoid hostility, which reminds clinical workers and patients' families that schizophrenic patient with a history of aggressive behavior, serious paranoid hostility and high scores of F and PA of MMPI should be strictly supervised and treated in time. The results suggest that the high scores of F and pa of MMPI can be used to predict violent behavior of schizophrenic patients, but the predictive validity of MMPI on violent behavior needs to be further studied by expanding the sample size.

CONCLUSIONS

This study explores the differences and commonalities of psychosocial factors related to violent behavior between schizophrenic patients and criminals. The results suggest that both schizophrenic patients and criminals with violent behavior have pathological personality characteristics, namely impulse, self-centered, emotional instability and poor social adaptation. The reasons for the formation of this personality and how to carry out effective psychological and behavioral treatment for this kind of people will be the direction of further research in the future. At the same time, the high scores of F and PA of MMPI and the early mental history of parents are the risk factors of violent behavior in schizophrenic patients, especially the high score of F of MMPI is an important risk psychological factor in this kind of patients, which provides some reference basis for the prediction and intervention of violent behavior.

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THE ROLE OF TRADITIONAL TOYS OF NORTHERN ETHNIC MINORITIES IN IMPROVING CHILDREN'S AUTISM

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SUMMARY

Introduction: Autistic children are a special group. This group of children known as "star children" have abnormal development in society, language and behavior. The diseases carried by these children will accompany them for a lifetime. Perhaps current science cannot cure autistic children, but we can improve their symptoms in various ways and give them the opportunity to participate in normal life. Toys are produced for the fun of labor. It is not only an entertainment prop in leisure, but also an activity appliance in exercise and a teaching aid in education. Toys can promote people's physical and mental health development, enrich people's daily life, increase people's knowledge, cultivate sentiment and stimulate people's creativity. From the function of toys, its function can be summarized as developing intelligence, enhancing physique, cultivating aesthetics, experiencing life and so on. At the same time, toys have positive significance in improving children's autism. In view of this, this paper analyzes the role of traditional toys of northern ethnic minorities in improving children's autism, in order to help parents and doctors treat and raise autistic children better and more in place.

Subjects and methods: In order to observe the effect of traditional toys of northern ethnic minorities in improving children's autism, 96 children with autism who were clinically diagnosed in the children's Autism Center of the Fifth Affiliated Hospital of a university in our city from September 2020 to September 2021 were selected as the research object. The children were randomly divided into 48 cases in the observation group and 48 cases in the control group. The control group took routine intervention, while the experimental group added the traditional toy intervention of northern ethnic minorities on the basis of routine intervention, and the intervention cycle was 6 months. All children were scored by the Autism Behavior Checklist (ABC), the autism treatment assessment scale (ATEC) and the psychological education assessment scale for children with autism and related developmental disorders (c-pep) independently by two designated assessors.

Results: The results showed that after 3 and 6 months of treatment, the condition of the observation group and the control group was improved to varying degrees compared with that before treatment, and the difference was statistically significant ($P < 0.05$). After 3 and 6 months of treatment, the total scores of ABC scale and ATEC scale in the observation group were significantly lower than those in the control group, and the total score of c-pep was significantly higher than that in the control group ($P < 0.05$).

Conclusions: The therapeutic effect of traditional toys of northern ethnic minorities on children with autism is significantly better than conventional intervention. Therefore, it can be said that traditional toys of northern ethnic minorities have certain clinical application value in the treatment of children with autism.

Key words: ethnic minorities - traditional toys - children - autism - intervention

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INTRODUCTION

Childhood autism is a subtype of generalized developmental disorder, which is more common in men. It began in infancy. It is mainly manifested in different degrees of speech development disorder, interpersonal relationship disorder, narrow interest and rigid behavior. About 3/4 of the patients were accompanied by obvious mental retardation. In the context of general mental retardation, some children have better abilities in some aspects. At the etiological level, the pathogenesis of autism is not clear, which may be related to the following factors: heredity, perinatal factors, immune system abnormalities, neuroendocrine and neurotransmitters (Holingue et al. 2021).

At the level of clinical manifestations, it mainly includes three aspects: first, language disorder. Language and communication disorders are an important symptom of autism and the main reason for

most children to seek medical treatment. Language and communication barriers can take many forms. Most autistic children have language retardation or impairment. They are usually unable to speak at the age of two and three, or language degradation occurs after normal language development. They have expressive language before the age of 2-3. With the growth of age, the expressive language gradually decreases or even completely loses, and they remain silent all their life, or use limited language in very few cases. There are some obstacles to their ability to feel and express language (Bratu & Linden 2020). Second, social communication barriers, patients cannot establish normal interpersonal relationships with others. When he was young, he had no eye contact with others, poor expression, lack of expression or posture expecting parents and others to hug and caress, no happy expression when enjoying caress, and even refused parents and others to hug and caress. We cannot distinguish between relatives and strangers. We

treat our relatives and others in the same way. It is difficult to establish a normal relationship with children of the same age due to the patient's attachment with their parents. Third, mental retardation. Among children with autism, the performance of intelligence level is very inconsistent (Anas 2020). A few patients are in the normal range, and most patients show varying degrees of intellectual impairment. Studies at home and abroad have shown that through the intelligence test of autistic children, it is found that about 50% of autistic children have intellectual defects above moderate (IQ less than 50), 25% have mild intellectual defects (IQ 50-69), 25% have normal intelligence (IQ greater than 70), and children with normal intelligence are called high functional autism.

At the level of clinical treatment, it mainly includes training intervention treatment and drug treatment. In terms of drug treatment, at present, drug treatment cannot change the course of autism, and there is a lack of specific drugs for the treatment of core symptoms. However, drugs can improve some emotional and behavioral symptoms of patients, such as emotional instability, attention deficit and hyperactivity, impulsive behavior, aggressive behavior, self-injury and suicidal behavior, convulsive and obsessive-compulsive symptoms and psychiatric symptoms, which is conducive to the smooth implementation of safety education, training and psychotherapy for patients themselves or others. In terms of training intervention treatment, although there are many intervention methods for autism, most of them lack evidence-based medical evidence (Bojorquez et al. 2020). At present, there is no best treatment scheme, and the best treatment method should be individualized treatment. Among them, education and training are the most effective and main treatment. The purpose is to promote the language development of patients, improve their social ability, and master basic life skills and learning skills. People with autism usually receive education and training in families, special education schools and medical institutions before school age, because they cannot adapt to the life of ordinary kindergartens. After school age, patients' language and social skills will be improved. Some patients can go to ordinary primary schools to receive education with children of the same age, and some patients may still stay in special education schools (Wijker et al. 2020).

Perhaps current science cannot cure autistic children, but we can improve their symptoms in various ways and give them the opportunity to participate in normal life. Toys are produced for the fun of labor. It is not only an entertainment prop in leisure, but also an activity appliance in exercise and a teaching aid in education. Toys can promote people's physical and mental health development, enrich people's daily life, increase people's knowledge, cultivate sentiment and stimulate people's creativity.

From the function of toys, its function can be summarized as developing intelligence, enhancing physique, cultivating aesthetics, experiencing life and so on. At the same time, toys have positive significance in improving children's autism (Manganaro et al. 2022). In particular, the traditional toys of northern ethnic minorities attract people with their unique attributes, stimulate people's natural curiosity, exercise people's ability to solve problems, cultivate people's autonomy, and become a connecting link between people. In addition, in some games that need many people to participate, toys can act as a bridge. They not only have the functions of beautifying life, treatment and health care, but also play an important role in the field of children's medical treatment. In view of this, this paper analyzes the role of traditional toys of northern ethnic minorities in improving children's autism, in order to help parents and doctors treat and raise autistic children better and more in place.

SUBJECTS AND METHODS

Study setting

The traditional toys of northern ethnic minorities not only have a long history, but also spread widely, and have become a key link in children's growing world. At the specific level, the traditional children's toys in the north are divided into ornamental toys, audio toys, educational toys, fitness toys and so on. Audio toys include: bone ring chain, drum, dombra, bell, whistle, windmill, etc. Ornamental toys include dolls, puppets, origami toys, wood carving toys, etc. Educational toys include gobang, jiuji, chess and so on. Fitness toys: leather rope swing, horse whip, zunzi, small weapons, arrows, gyroscopes, slingshots, children's saddles, skis, rocks, handkerchiefs, wing boards, rolling iron rings, rope skipping, sheepskin bags, sandbags, stones, etc. (Manganaro et al. 2022). It can be said that the creative styles of traditional children's toys are rich and diverse, the meaning is abstract and the color is standardized, which is mainly reflected in the image modeling characteristics, rich national connotation and beautiful decorative patterns. Therefore, children can freely process and convert materials according to their own interests and imagination, which plays an important role in children's early intellectual development. It can be said that the toy intervention model has been a mature means to treat children with autism. However, the toy treatment model, especially the model based on the traditional toys of northern ethnic minorities to treat children with autism, is less studied in China. In view of this, this study uses the traditional toy treatment mode of northern ethnic minorities to carry out intervention training for children with autism, and discusses its intervention effect and intervention effect.

Design

96 children with autism who were clinically diagnosed in the children's Autism Center of the Fifth Affiliated Hospital of a university in our city from September 2020 to September 2021 were selected as the research object. The children were randomly divided into 48 cases in the observation group and 48 cases in the control group. The inclusion criteria included: (1) the diagnosis met the diagnostic criteria of childhood autism in the 5th edition of the diagnostic and Statistical Manual of mental diseases; (2) autistic patients aged 3-12 years. (3) the guardian voluntarily receives treatment. Exclusion criteria: (1) children with physical disabilities and congenital malformations such as visual and auditory impairment; (2) children who have previously been treated in other institutions; (3) children with mental retardation caused by other diseases. The study was approved by

the ethics committee of the Fifth Affiliated Hospital of a university in our city, and the informed consent was signed with the consent of the family members. There were no adverse events during the study.

The control group took routine intervention, while the experimental group added the traditional toy intervention of northern ethnic minorities on the basis of routine intervention, and the intervention cycle was 6 months. All children were scored by the Autism Behavior Checklist (ABC), the Autism Treatment Evaluation Checklist (ATEC) and the psychological education assessment scale for children with autism and related developmental disorders (c-pep) independently by two designated assessors. The assessor did not understand the grouping of children and assessed them when they were in good mood and mental state.

Table 1. Comparison of ABC scores between the two groups before and after treatment

Group	Project	Before treatment	Treatment for 3 months	Treatment for 6 months	P
Control group	Total score	81.60±9.32	74.89±7.67	64.11±6.63	<0.05
	Feel	11.18±2.37	8.37±1.87	6.52±1.47	<0.05
	Contact	18.90±4.42	15.03±2.13	13.01±1.41	<0.05
	Motion	17.71±6.17	15.36±1.64	13.77±1.88	<0.05
	Language	22.63±3.03	18.66±2.10	16.99±2.27	<0.05
	Care-oneself	12.44±4.09	9.62±1.94	8.62±1.70	<0.05
Observation group	Total score	80.24±11.10	71.43±7.62	61.69±4.45	<0.05
	Feel	10.40±3.65	7.52±2.50	5.94±1.26	<0.05
	Contact	18.90±4.42	13.55±3.23	12.01±2.27	<0.05
	Motion	17.71±6.17	14.27±3.75	12.92±2.07	<0.05
	Language	22.63±3.03	17.54±2.59	15.90±2.22	<0.05
	Care-oneself	12.44±4.09	8.84±2.81	7.84±1.86	<0.05

Table 2 shows the comparison of ATEC scores between the two groups before and after treatment.

Table 2. Comparison of ATEC scores between the two groups before and after treatment

Group	Project	Before treatment	Treatment for 3 months	Treatment for 6 months	P
Control group	Total score	97.33±10.56	84.11±8.42	74.05±7.60	<0.05
	Communication	21.92±3.72	17.73±4.31	14.73±4.31	<0.05
	Social contact	23.44±3.98	17.20±4.84	14.36±4.50	<0.05
	Sensory perception	27.85±3.32	21.67±3.34	20.22±2.47	<0.05
	Behavior	20.97±3.56	17.48±2.78	15.79±2.27	<0.05
Observation group	Total score	98.79±11.09	80.71±8.09	70.77±7.26	<0.05
	Communication	21.17±4.70	15.86±3.51	12.52±4.71	<0.05
	Social contact	23.23±5.67	14.88±4.61	12.19±4.72	<0.05
	Sensory perception	26.90±4.82	20.06±4.39	18.85±3.92	<0.05
	Behavior	22.16±3.85	15.80±4.17	14.63±2.53	<0.05

Evaluation tool: ABC, which is a mature autistic screening and diagnosis scale. It has no difference in the use of different ages and genders, and has good sensitivity and specificity. ABC scale includes 57

items to observe five aspects of autistic children's feeling, movement, communication, language and self-care ability. The higher the score, the more severe the degree of autism. The ATEC is a scale to evaluate

the treatment effect. It can also measure the change of autism severity. It is composed of four subscales. The higher the score, the heavier the degree of autism. The child autism and related developmental disorders psychological education evaluation scale (c-pep) is applicable to the personalized evaluation and correction of children with autism and related developmental disorders, and provides information about the current development level of children. It is divided into 95 items of developmental function and 44 items of pathological scale. The higher the score, the higher the level of functional development.

In this experiment, ABC scale was used as the

diagnostic basis, ATEC scale was used to evaluate the efficacy before and after intervention, and c-pep scale was used to guide the formulation of treatment objectives. At the same time, the three scales were also used as the effect evaluation indicators of this study. SPSS25.0 statistical software was used for statistical analysis, and the difference was statistically significant ($P < 0.05$). Table 1 shows the comparison of ABC scores between the two groups before and after treatment.

Table 3 shows the comparison of c-pep scores between the two groups before and after treatment.

Table 3. Comparison of c-pep scores between the two groups before and after treatment

Group	Project	Before treatment	Treatment for 3 months	Treatment for 6 months	<i>P</i>
Control group	Total score	28.02±5.75	45.08±5.84	54.17±7.32	<0.05
	Imitate	2.50±1.48	4.43±1.35	5.17±1.24	<0.05
	Perception	5.65±1.29	7.57±1.21	8.49±1.14	<0.05
	Fine motion	3.25±1.03	5.24±0.92	6.90±1.18	<0.05
	Gross motor	6.72±1.49	7.63±1.49	8.61±1.26	<0.05
	Hand eye coordination	4.80±1.94	6.46±2.10	7.33±2.10	<0.05
	Cognitive performance	2.48±0.97	5.50±0.93	7.35±1.23	<0.05
	Oral cognition	1.78±0.57	4.05±0.88	6.90±2.07	<0.05
	Total score	28.02±5.75	47.70±6.55	56.95±6.27	<0.05
	Imitate	2.50±1.48	4.99±1.55	5.78±1.65	<0.05
Observation group	Perception	5.65±1.29	8.11±1.34	9.06±1.34	<0.05
	Fine motion	3.25±1.03	5.63±1.26	7.40±1.06	<0.05
	Gross motor	6.72±1.49	8.17±1.60	9.15±1.16	<0.05
	Hand eye coordination	4.80±1.94	7.25±1.93	8.20±2.05	<0.05
	Cognitive performance	2.48±0.97	6.02±1.18	7.95±1.10	<0.05
	Oral cognition	1.78±0.57	4.42±0.55	7.76±1.38	<0.05

RESULTS

Comparison of ABC scores between the two groups before and after treatment

Before treatment, there was no significant difference in the scores and total scores of ABC scale between the observation group and the control group ($P > 0.05$). After 3 months of treatment, there was no significant difference in sensation, movement and self-care between the observation group and the control group ($P > 0.05$). Communication and speech were significantly lower than those in the control group ($P < 0.05$). After 6 months of treatment, the scores of the observation group were lower than those of the control group, and the difference was statistically significant ($P < 0.05$).

Comparison of ATEC scores between the two groups before and after treatment

Before treatment, there was no significant difference in the scores and total scores of ATEC scale between the observation group and the control group ($P > 0.05$). After 3 and 6 months of treatment, the scores and total scores of ATEC in the observation group were lower than those in the control group, and the difference was statistically significant ($P < 0.05$).

Comparison of c-pep scores between the two groups before and after treatment

Before treatment, there was no significant difference in the scores and total scores of c-pep scales between the observation group and the control group ($P > 0.05$). After 3 months of treatment, there was no significant difference in imitation, fine movement, gross movement and hand-eye coordination between the observation group and the control group ($P > 0.05$). The perception, cognitive function and oral cognition of the observation group were higher than those of the control group ($P < 0.05$). After 6 months of treatment,

the scores and total scores of c-pep scales in the observation group were lower than those in the control group ($P < 0.05$).

DISCUSSION

Analysis on the effect of traditional toys of northern ethnic minorities in the treatment of children with autism

The etiology of childhood autism is unclear. Most studies have shown that it is related to genetic and environmental factors. Worldwide, the prevalence of autism is rising. In addition, there are great differences in the prevalence of autism among countries. The prevalence of autism is rising. There is no doubt that it has brought obvious personal pain and heavy burden to families and society. Therefore, it is very important for individuals, families and society to explore the best treatment methods and treatment time of autism. The purpose of this study is to explore the clinical value of traditional toys in the treatment of autistic children, so as to provide some basis for the effectiveness of toys in the treatment of autistic children (Contreras-Molina et al. 2021).

The results of this study showed that there was no significant difference in the scores and total scores of ABC scale between the observation group and the control group before treatment ($P > 0.05$). After 3 months of treatment, there was no significant difference in sensation, movement and self-care between the observation group and the control group ($P > 0.05$). Communication and speech were significantly lower than those in the control group ($P < 0.05$). After 6 months of treatment, the scores of the observation group were lower than those of the control group, and the difference was statistically significant ($P < 0.05$). At the level of ATEC score comparison, there was no significant difference in the scores and total scores of ATEC scale between the observation group and the control group before treatment ($P > 0.05$). After 3 and 6 months of treatment, the scores and total scores of ATEC in the observation group were lower than those in the control group, and the difference was statistically significant ($P < 0.05$). At the level of c-pep score comparison, there was no significant difference between the observation group and the control group before treatment ($P > 0.05$). After 3 months of treatment, there was no significant difference in imitation, fine movement, gross movement and hand eye coordination between the observation group and the control group ($P > 0.05$). The perception, cognitive function and oral cognition of the observation group were higher than those of the control group ($P < 0.05$). After 6 months of treatment, the scores and total scores of c-pep scales in the observation group were lower than those in the control group ($P < 0.05$).

In short, it is difficult for people with autism to recognize or understand other people's different ideas,

plans and views, express and understand their emotions, and lack the necessary connection with the outside world. Therefore, theoretically, treatment should pay attention to connection and integration. Although the ultimate goal of many traditional autism intervention methods is to help children better integrate into society and improve their connection with others, in practice, the most effective intervention methods often have highly structured characteristics, which greatly increases the intervention cost (Amaa et al. 2019). The traditional toy intervention of northern ethnic minorities overcomes the structural characteristics of traditional intervention measures, reduces human intervention, and makes the treatment process more natural and harmonious (Liang et al. 2021). At the same time, in the process of using Northern Minority toys, autistic children also expressed their unique understanding of the surrounding world and realized expressive communication with therapists in the process of nonverbal play. This is a "special language", which increases the communication between autistic children and the outside world and improves their social skills (Ronnenberg et al. 2020).

Research prospect of intervention treatment of children's autism with traditional toys of northern ethnic minorities

Although there is evidence to support the effect of early intervention on improving the prognosis of autistic children, the mechanism of its effectiveness is still poorly understood. We believe that this phenomenon may be because the younger the age, the stronger the neural plasticity of the immature brain, which can promote the improvement of complex neural network and brain connectivity through intervention. Early learning is carried out by children through experiencing the environment. Self-generated experience, rather than observation or passive experience, so early learning is the most influential. Later, children diagnosed with autism may be greatly affected by the living environment and have more mandatory passive experience, so the learning effect is not as good as that of young children. In addition, some autistic children will have some degenerative changes with age, so the intervention effect before degenerative change is more ideal. Therefore, early treatment can reduce the cumulative effect of autism children's diseases, and is conducive to the reorganization of physiological functions and the compensation of various physiological functions. This is very important for the prognosis of autistic children.

There are still some limitations and deficiencies in this study: (1) the sample size of this study is still small, so further large sample repeated trials are needed to verify the universality of toy therapy for children with autism in northern ethnic minorities. (2) The observation time of this study is short, there is no long-term follow-up, and the long-term effect needs to

be further studied. (3) This study did not study the factors that may affect the prognosis of autistic children, such as disease severity and intervention time, which need to be further studied in the future.

CONCLUSIONS

On the basis of previous studies, this study improved and innovated the experiment, adopted more careful experimental design and more accurate statistical methods to evaluate the treatment time and various aspects of children's autism, so as to evaluate the efficacy of the northern minority toy intervention model. The conclusions include: the northern minority toy intervention model plays an important role in the improvement of ABC, ATEC and c-pep of children's autism. The therapeutic effect of toys in the North increased significantly with the time. In short, the northern minority toy intervention model, as a safe, non-toxic and effective treatment method, has an irreplaceable positive effect of traditional drug treatment, which is worthy of popularization and application.

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MUSIC AND DANCE ON THE TREATMENT OF DEPRESSIVE PSYCHOSIS

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SUMMARY

Introduction: People can also improve their rhythm and coordination through the training of their singing, dancing and body rhythm. Modern music and dance therapy research has confirmed that music + dance can directly or indirectly affect people's psychological, emotional and physiological functions. Moreover, music + dance is one of the important technologies for the treatment of depressive psychosis. Through the process of music and dance treatment, patients with depressive psychosis can be encouraged to participate in the treatment and change their bad emotions and abnormal behaviors, so as to alleviate and eliminate the clinical symptoms of depressive psychosis. In short, the treatment technology of combining music and dance is to use music and dance to open the psychological world of patients with depressive psychosis, and then change their ideological understanding, so as to achieve the goal of treating depressive psychosis.

Subjects and methods: In order to observe the effect of music + dance in the treatment of depressive psychosis, 64 patients with depressive psychosis in a class III class a psychiatric hospital were selected. Through the method of random sampling, they were divided into two groups: the intervention group of music + dance therapy (32 cases) and the control group of routine nursing (32 cases). During the 4-week clinical intervention, the patients in both groups received routine nursing measures, while the intervention group added music + dance mode for treatment, twice a week, 2 hours each time. By observing the Brief Psychiatric Rating Scale (BPRS), Hamilton Anxiety Scale (HAMA) and Hamilton Depression Scale (HAMD) in the two groups before and after intervention, they were used to evaluate the psychotic symptoms, anxiety and depression of patients, and statistical analysis was carried out to draw the conclusion of clinical research.

Results: The results showed that there was no significant difference in BPRS scale score, HAMA scale score and HAMD scale score between the two groups ($P > 0.05$). After 4 weeks of intervention, there were significant differences in BPRS scale score, HAMA scale score and HAMD scale score between the intervention group and the control group ($P < 0.05$).

Conclusions: After the implementation of music + dance therapy, the psychotic symptoms, anxiety and depression of patients in the intervention group were improved, while the psychotic symptoms, anxiety and depression of patients in the control group were not greatly improved. Therefore, it can be said that music + dance has a good effect on the treatment of patients with depressive psychosis. In short, music + dance therapy is a safe and low-cost intervention for depressive psychosis, which should be more widely used in clinical treatment.

Key words: music - dance - depression - psychosis-anxiety - psychological intervention

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INTRODUCTION

Depressive Psychosis (DP) can be understood as psychological depression, anxiety and pessimism, and there is a certain deviation in the understanding of social things (Snmez et al. 2019). In severe cases, thoughts or behaviors of death will be generated to end the mental pain caused by DP disease (Li et al. 2019). Because there are many causes of DP, targeted therapy for DP disease also adopts different treatment methods according to the severity of the disease. Long-term clinical studies have found that the main inducing factors of depression are closely related to their own psychology. It is pointed out that DP diseases should be treated from the psychological level, so as to avoid additional side effects caused by drug treatment and misdiagnosis of DP patients without appropriate methods (Latif et al. 2020). Combined with many years of clinical research, the treatment of DP disease can be carried out through external psychological intervention, including music therapy, dance therapy, exercise therapy, reflex therapy, HRT experimental therapy, alternative therapy, etc. At the same time, a set

of treatment standards for DP disease - brain biogenic amine balance therapy (Bojorquez et al. 2020) is also summarized. In short, these external intervention therapies for DP diseases are scientific schemes for prevention and treatment according to the severity of DP patients, which are worthy of popularization and application in clinic.

For external psychological intervention in the treatment of DP diseases, music guided imagination (GIM), as a technology combining music and imagination, is committed to the study of in-depth psychotherapy and the state of consciousness transformation, and in the research process, it is found that classical music has the best effect in the deep transformation of visitors' consciousness (Chahal et al. 2021). In specific GIM treatment, different types of music need to be selected according to different stages of patients. Due to the differences of different ethnic cultures and therapists around the world, the choice and application of music are also changing and expanding. Therapists' choice and adjustment of music has been proved to be effective. However, the effect of music has two sides. Inappropriate music may

aggravate the situation, and appropriate music can promote the transformation and healing of visitors (Gao et al. 2019). Therefore, in the selection of music, the principles that should be followed are: the selected music can promote the formation of visual images, arouse the state of emotion and emotion, imply early memory, create positive feedback, promote physical relaxation and support spiritual experience. As a music therapy technology, music-guided imagination has different theoretical orientations, including behavior theory, humanistic theory, psychodynamic theory and so on. In conclusion, practice has proved that music guided imagination therapy plays an important and positive role in alleviating DP diseases (Contreras-Molina et al. 2021).

As a colorful art, it comes directly from life. Moreover, dance is also a new type of mass sports event integrating entertainment, fitness, competition, aesthetics and other functions. Relevant research points out that dance learning can not only enhance people's physical quality and improve people's external image and temperament. Dance learning can also promote unity, cooperation and emotional communication between people, which is then very important for people's physical and mental development (Amaa et al. 2019). In other words, people can communicate and cooperate with each other in dance learning, so as to strengthen the emotional connection between people, so as to relieve their own mental pressure, and then cultivate people's enthusiasm, creativity and flexibility, so as to help people develop healthily and harmoniously. With the popularization of dance, dance training and learning are becoming more and more scientific. At the same time, the research on physiological and biochemical indexes and mental health in dance learning has gradually become one of the research hotspots. Relevant studies have pointed out that adding psychological content intervention and support to dance teaching and training has a significant effect on the treatment of psychological diseases (Riley et al. 2019). In short, with the popularization and development of dance learning, the scheme and method of using dance to treat mental diseases have attracted more and more attention in clinical practice.

In view of the importance of music and dance in the treatment of DP diseases, this paper analyzes the effect of music + dance on the treatment of depressive psychosis. There are four procedures in the technical route (see Figure 1 for details). Firstly, in the introduction stage, introduce the specific content of music + dance therapy mode. At the same time, promote group members to know each other, and group members to talk about their problems and goals, so as to lay the foundation for subsequent music + dance therapy. Secondly, in the stage of music support, combined with the relaxation music in CD and the muscle gradual relaxation guidelines listed in receptive music therapy, we can relax the whole body, and then

use the music and guidelines to guide the imagination of group members. Thirdly, in the stage of dance support, stretch the patients in combination with receptive dance therapy, and perform group dance in combination with corresponding music, so as to give full play to the ability of mutual cooperation and cooperation of group members. Finally, in the discussion stage, the group members shared their feelings and ideas of music + dance therapy, and communicated and discussed. The therapist gave some discussion guidance, analysis, help and suggestions. In short, music + dance, as a medium, can fully explore the patients' inner subconsciousness and introduce the subconscious conflict and emotion into the conscious level in the treatment of DP. Then, through mutual cooperation and mutual support at the dance level, eliminate or dredge the inner negative emotions and anxiety psychology, and then help DP patients get rid of psychological depression, anxiety and pessimism, and promote DP patients to form correct values and rational judgment, so as to better have a normal dialogue with others and society.

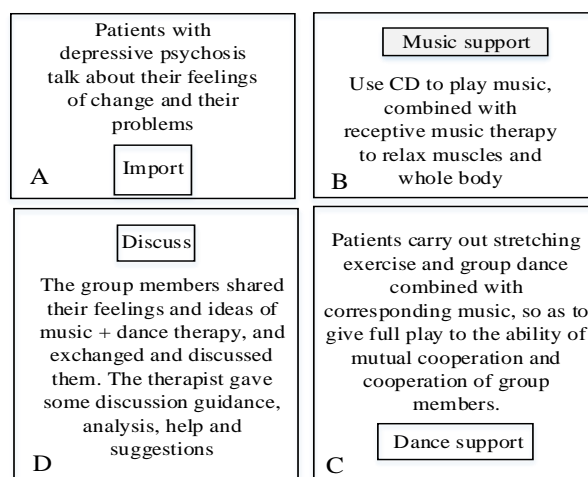


Figure 1. Technical route of music + dance therapy mode

SUBJECTS AND METHODS

Study setting

Music + dance therapy mode is to combine music and dance, eliminate or dredge the inner depression and anxiety through the mutual cooperation and cooperation between DP patients. It is one of the important technologies for the treatment of DP diseases. Music + dance therapy mode, based on psychodynamics and Jung analytical psychology, uses music and dance as the media to open the door of the subconscious of patients with depressive psychosis, let the subconscious conflict and emotion enter the level of consciousness, and then strengthen the emotional communication and cooperation between DP patients through dance, so as to achieve the purpose of curing

psychological problems in the treatment relationship. It can be said that the music + dance treatment mode has been a mature technology for the treatment of DP diseases since its development. Its application involves clinical consultation, mental health, postoperative rehabilitation, psychological intervention of psychiatric patients and other aspects (Berze et al. 2020). However, there are few studies on music + dance treatment mode in China, especially the use of music + dance treatment mode to intervene in depressive psychosis. In view of this, this study used music + dance therapy mode to intervene DP patients, and discussed its intervention effect and intervention effect.

Design

64 patients with depressive psychosis in a class III class a psychiatric hospital was selected. Through the method of random sampling, they were divided into two groups: music guided imagination intervention group (32 cases) and routine nursing control group (32 cases). The diagnostic criteria of depressive psychosis, with the help of doctor-assisted diagnosis and with reference to the diagnostic criteria of depressive psychosis in the classification and diagnostic criteria of Chinese mental diseases (Third Edition), should meet 4 or more of the 9 symptoms.

The patients in the intervention group and the control group were given nursing care according to the routine treatment of psychiatry. According to the specific medication plan, the routine drug paroxetine

was given according to the doctor's advice. Control group: in the clinical process of 4 weeks of intervention, the patients were given oral antidepressant western medicine and routine psychiatric nursing according to the doctor's advice. Intervention group: in the clinical process of 4 weeks of intervention, on the basis of routine psychiatric nursing and treatment, music + dance treatment mode intervention (see Figure 1 for the specific process). The Brief Psychiatric Rating Scale (BPRS), Hamilton Anxiety Scale (HAMA) and Hamilton Depression Scale (HAMD) were observed before and after intervention, so as to evaluate the psychotic symptoms, anxiety and depression of the patients.

Evaluation tool: BPRS is applicable to most psychiatric patients with psychotic symptoms. It is not only a scale to evaluate the severity of psychotic symptoms, but also one of the professional evaluation scales widely used in psychiatry. It is divided into 18 and 20 versions, and 20 versions are used in this study. HAMA includes 14 evaluation items, and the boundary value is 14 points. Grading criteria: total score > 29 points means severe anxiety, > 21 points means obvious anxiety, > 14 points means certain anxiety, > 7 points means possible anxiety, and < 7 points means no anxiety. HAMD grading criteria: total score > 35 points is severe depression, > 20 points is mild to moderate depression, and < 8 points is no depression. Among them, the comparison of BPRS scores between the two groups at different times is shown in Table 1.

Table 1. Comparison of BPRS scores between the two groups at different times

Group	When joining the group	Intervention for 1 week	Intervention for 2 weeks	Intervention for 4 weeks
Intervention group	79.10±17.27	75.60±16.39	69.60±16.26	55.10±15.62
Control group	73.57±17.32	72.03±17.11	69.70±16.68	66.90±16.98

The comparison of HAMA scores between the two groups at different times is shown in Table 2.

Table 2. Comparison of HAMA scores between the two groups at different times

Group	When joining the group	Intervention for 1 week	Intervention for 2 weeks	Intervention for 4 weeks
Intervention group	32.03±8.98	30.40±9.39	27.27±9.07	19.27±7.79
Control group	31.97±8.97	30.77±8.92	29.33±9.09	27.77±8.96

The comparison of HAMD scores between the two groups at different times is shown in Table 3.

Table 3. Comparison of HAMD scores between the two groups at different times

Group	When joining the group	Intervention for 1 week	Intervention for 2 weeks	Intervention for 4 weeks
Intervention group	63.10±15.00	61.07±15.01	57.57±15.29	47.10±14.01
Control group	63.07±15.47	61.77±15.60	60.37±15.75	58.73±15.52

RESULTS

Comparison of BPRS scores between the two groups at different times

There was no significant difference between the intervention group and the control group ($BPRS > 0.05$, $P > 0.05$). After 4 weeks of intervention, the BPRS score of the intervention group decreased significantly compared with the control group. At the same time, the statistical analysis of single factor repeated measurement variance showed that there was an interaction between clinical grouping and time ($P < 0.05$). The treatment effect of BPRS between the two groups increased continuously with the treatment time ($P < 0.05$).

Comparison of HAMA scores between the two groups at different times

There was no significant difference in HAMA score between the two groups ($P > 0.05$). After 1, 2 and 4 weeks of intervention, HAMA score analysis showed that the scores of patients in both groups decreased. The statistical analysis of single factor repeated measurement variance showed that there was an interaction between clinical grouping and time ($P < 0.05$). The therapeutic effect of the intervention group and the control group increased with the treatment time, and there was significant difference ($P < 0.05$).

Comparison of HAMD scores between the two groups at different times

There was no significant difference in HAMD score between the two groups ($P > 0.05$). After 1, 2 and 4 weeks of intervention, HAMD score analysis showed that the scores of patients in both groups decreased. The statistical analysis of single factor repeated measurement variance showed that there was an interaction between clinical grouping and time ($P < 0.05$). The therapeutic effect of the intervention group and the control group increased with the treatment time, and there was significant difference ($P < 0.05$).

DISCUSSION

Effect analysis of music + dance in the treatment of depressive psychosis

DP disease has caused serious harm to people's mental and physical health. Its high prevalence and high recurrence rate are thorny problems in modern nursing treatment. For patients, the drug price is high and the toxic and side effects are large. Music + dance therapy has been widely used and studied all over the world, and there is a mature and standardized education system. In view of this, this study combined music + dance treatment model to treat DP disease. In terms of the influence of BPRS score on DP patients, the results showed that the BPRS score was

(76.33 ± 17.38) at the time of enrollment and (61.00 ± 17.24) after 4 weeks. The statistical analysis of the variance of single factor repeated measurement showed that there was an interaction between clinical grouping and time. With the extension of treatment time, the BPRS score of the intervention group and the control group was statistically significant ($P < 0.05$). The implementation of music + dance treatment mode has a good effect on patients' mental symptoms. In terms of the impact on the HAMA score of patients with depressive psychosis, the HAMA score was (32.00 ± 8.90) at the time of enrollment and (23.52 ± 9.36) after 4 weeks. The degree of anxiety changed from severe anxiety to obvious anxiety, and the anxiety symptoms improved significantly. With the extension of treatment time, the HAMA score of the intervention group and the control group was statistically significant ($P < 0.05$). This shows that the implementation of music + dance treatment mode has a good effect on patients' anxiety. In terms of the impact on the HAMD score of patients with depressive psychosis, the HAMD score was (63.08 ± 15.11) at the time of enrollment and (52.92 ± 15.79) after 4 weeks. With the extension of treatment time, the HAMD scores of the intervention group and the control group were statistically significant ($P < 0.05$), which showed that the music + dance treatment mode could assist the treatment of patients and improve the state of depression. To sum up, music + dance therapy mode plays an important role in the improvement of BPRS, HAMA and HAMD of DP diseases. Music + dance therapy mode can alleviate patients' psychotic, depression and anxiety. Through music, patients' self-awareness of treatment can be increased, and their tense mood can be relieved. Through dance, patients' emergency ability and sense of unity and cooperation can be improved, which is conducive to the improvement of patients' social function and quality of life.

From the perspective of modern medicine, the music + dance treatment mode is to use the different sound wave vibration of music to make the vibration of various organs of the body resonate with the sound wave, so as to make the tissue cells produce beneficial resonance, activate the excited parts of the nerve, and promote the coordination of the movement rhythm of various organs (Mieres et al. 2020). At the same time, through the mutual cooperation and communication of dance training, we can regulate neurohumoral and improve people's emotional state, and finally help patients recover and improve their health. A large number of foreign studies have confirmed that the music + dance treatment mode has achieved remarkable clinical experimental results in reducing blood pressure, slowing breathing, slowing heartbeat and improving microcirculation. It can eliminate the tension and depression caused by various factors, and can also relax and calm people's mood (Silva et al. 2021). Although the results of this study do not reflect

the above arguments, this clinical study is based on the above views, and the study is feasible.

Problems and prospects of music + dance therapy model

Throughout the development of depressive psychosis, it is not difficult to find that depressive psychosis is one of the diseases often studied by ancient and modern physicians. Although the western medicine treatment effect of depression is obvious, the drug cost is high, its side effects are large, long-term use is easy to produce drug resistance, dependence and certain damage to gastrointestinal tract, liver and blood system (Yldz 2020). The adverse reactions of drugs reduce the quality of life of patients. At the same time, patients' rejection is serious and it is difficult to adhere to medication, which limits its wide clinical application. Compared with traditional treatment methods, music therapy has the characteristics of non-intervention, non-invasive and painless, which makes patients more willing to accept (Waters et al. 2020).

At present, music + dance therapy mode is still an emerging discipline in the initial stage, and its clinical theoretical mechanism is not perfect. Through the analysis, it is found that there are still many deficiencies in the research of music + dance treatment mode. The treatment form of the existing music + dance treatment mode is relatively single, and some patients hold a skeptical attitude towards its treatment. They subjectively think that its curative effect is not as good as drugs, poor compliance and cannot adhere to the treatment, which increases the difficulty of clinical case collection (Hwang 2020). Due to the limited clinical research conditions, limited sampling and small sample size, the clinical research is still imperfect, and the conclusions also have certain limitations. In addition, although the development of music + dance therapy model in China is relatively late, music + dance therapy model has been applied and studied in various fields such as medicine, education, nursing and so on. The deficiency is that the research on music + dance treatment mode in China stays at the level of psychology, and there is a lack of systematic training system. In short, music + dance therapy mode is a promising development direction in the future because it can purify the soul and cultivate sentiment, and help to promote the development of physical and mental harmony and health.

CONCLUSIONS

On the basis of previous studies, this study improved and innovated the experiment, adopted more careful experimental design and more accurate statistical methods, and evaluated different treatment times and various aspects of depressive psychosis, so as to evaluate the efficacy of music + dance treatment mode. The conclusions include: music + dance

treatment mode plays an important role in the improvement of BPRS, HAMA and HAMD of DP disease. Moreover, with the increase of intervention time of music + dance treatment mode, the treatment effect is more and more significant. In short, as a safe, non-toxic and effective treatment method, music + dance treatment mode has an irreplaceable positive effect of traditional drug treatment, which is worthy of popularization and application.

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EVALUATION TOOL OF QUALITY CONTROL FOR WESTERN CHINA RURAL TEACHER: A COMPETENCY PERSPECTIVE

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SUMMARY

Background: Rural education in Western China facing many severe problems, among these, rural teacher quality control has sparked extensive debate; however, the previous study involved less on how to evaluate these rural teachers and how to develop the evaluating standard.

Subjects and methods: To get around this issue, the current identified the competency model of Western China rural teacher and developed an evaluation tool for them.

Results: Following the protocol of developing a measurement, we interviewed 22 rural teachers in Western China, and conducted two rounds of surveys in western rural areas (n=116/n=208), ran Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA), figured out the key competencies of Western China rural teacher. The evaluation tool for this kind of teacher consists of three factors: professional cognition, student education and guidance, and basic skills. The reliability and validity of the evaluation tool were verified.

Conclusions: Our work may contribute to rural education in Western China.

Key words: western China rural teacher - quality control - competency model - evaluation tool - evaluation standard

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INTRODUCTION

Experiences of teacher quality control that target developing countries' rural area have sparked global debate. Historically, rural basic education has been referred as the "not forgotten but not valued enough" for public and policy makers (Meier & Edington 1983). However, more than 50% of school districts are considered as the rural education both in U.S. and mainland China (Reagan et al. 2019). Meanwhile, "education for all" need to solve the problems of the difference between urban and rural education. Students from rural communities tend to incapably accept inequitable admission opportunities, lower appropriate funds and less high-quality teachers who is willing to live in rural areas (Yarrow et al. 1999). Among these, teacher education and quality control become a crucial issue, given that rural teacher's quality determines the development of education in rural communities and students' academic performance, etc. (Rearden & Bertling 2019).

As rural education has grown in importance, rural teacher's quality has become a rising concern. Rural teacher's quality draws a greater awareness in teacher education (Corbett 2016), especially in developing countries, rural education faces various problems, e.g., parents are lack of interests in education, government's insufficient funding, limited resources, ineffective education outcome and underqualified teachers (du Plessis & Mestry 2019). Corresponding to those, teacher's wage, working condition are consistent with their performance and students' achievement (Hanushek & Rivkin 2007). Moreover, evidence shows that teacher's pre-service training and professional

development training are not related to teacher's productivity, but the working experience will promote student's achievement (Harris & Sass 2007). On the contrary, teacher in rural areas get qualified pre-service training, but the retention time and teaching experience are deficient.

Since there are various problems in rural teachers, reasonable evaluation and quality assurance mechanism become the necessary conditions for actual management. Although we can provide system-wide policies and enabling environment to control and improve rural teacher quality (Villegas-Reimers 2003), but there is still a gap between environment arrangement and quality control, for example, even after some training programs, some rural teacher is not motivated (Robinson & Yi 2008), and have low subjective well-being (SWB) (Tang 2018).

The competency perspective may fill the gap between theoretical ideology and actual situation. The competency concept was proposed by (McClelland 1973), referring that competency is a collection of several key attributes. Henceforth, to construct a competency model is helpful to guide individual career development (Enz & Siguaw 2000). Moreover, the competency model will help to guide, measure and rectify professional performance (Noe 2008). In this paper, we try to develop the targeted standard from competency perspective, so that we can formulate the qualified standards for Western China rural teacher, and provide standard comparison and quality control.

BACKGROUND AND THEORETICAL FRAMEWORK

Rural teacher quality in Western China context

Western China rural education and its teacher has changed dramatically along with China's economic development and social stratification. "During the late 1990s, China moved from a period of 'wealth creation' that benefited the majority of the population to a period of 'wealth concentration' that benefited a minority" (Biao & Shen 2009). What is more serious is that, economic development in the west is not as good as that in the eastern coastal areas. Hence, Western China's rural education is facing severe challenges. Rural teacher quality is gradually attracting attention, for instance, poor professional self-development awareness, low level of teacher resource, lack of scientific research ability and psychological problems (Liu 2017).

In order to improve teacher quality, Western China's rural education has been reformed in many aspects, but shows insignificant effect. The public and policy makers realized basic education could play the most important role in raising the income of rural family (Schultz 1961). With this academic consensus, the rural education management system started to reform from 2001 to 2004, which the basic education's responsibility was transferred from central government to county, and it seems that the teacher's incentive and rural student's achievement are not benefit from this managerial reformation (Liu et al. 2009). While the educational inequality is intensive from 2000s, "urban priority and urban oriented" is still widespread (Mok et al. 2009). In order to improve the rural Western China's teacher quality, the Rural School Mapping Adjustment (RSMA) policy was carried out from 2001, but the western rural teacher accompanied with several problems, for instance, low quality relationship between teacher and parents, increasing dissatisfaction from young graduates, etc. (Rao & Ye 2016).

How to improve rural teacher's quality and how to evaluate them in line with the actual situation of rural area has become rarely involved research field. At present, there are numerous studies to prove the important role of improving teacher quality; it is regarded as the key determinant for students' literacy skills, academic achievement, behaviors, etc. (Rowe 2003). Darling-Hammond (2000) proposes that state policy may make an important difference by regarding teacher education, licensing, hiring and professional development, while Borman & Kimball (2005) prove most students' academic performance is positively correlated with the quality of teachers. Higher level of teachers' quality will have positive impact on student learning and national economic growth (Hanushek 2012), and it can also infer that teacher-student interaction will affect the mobility of high-quality teacher (Goldhaber et al. 2011). From above, we can hold that the improvement and measurement of teachers' quality is not only related to external policies and

employment environment, but also closely related to teaching factors such as emotional fluctuation and teacher-student interaction.

To develop an evaluation tool for teacher quality control is a matter that needs to take into account a variety of internal and external factors. In view of the current research gap, we try to develop one competency model, which can identify the core competencies of Western China rural teacher. We conducted the research according to the protocol of developing measurement. We interviewed rural teachers from different regions in Western China to identify the core competencies, so that developed one scale based on those competencies, and developed the survey questionnaire to validate the scale. During this process, we try our best to ensure that the evaluation criteria for Western China rural teacher involves all aspects inside and outside the school, but to be concise and appropriate.

Developing a competency model for evaluating Western China rural teacher

After McClelland firstly put forward the concept of competency in 1973, researchers have carried out many beneficial explorations. The competency, include achievement motivation, personality traits, self-concept, career attitude and behavioral skill, which is essential to individual's success (Spencer & Spencer 1983). Some scholars also consider personality traits are the core of competence, which can lead high performance (Boyatzis 1983). In terms of individual's professional improvement, there are several core competencies decide the motivation, e.g., life value, knowledge system and practical skill, etc. (Friesen & Anderson 2004). Moreover, competency could also be associated with learning and knowledge process; it is a process that knowledge and competencies, learning design and delivery models are constructed in an integrated framework (Gilbert et al. 2006). It implies that a competency model can explain individual learning and work performance.

For Western China rural teacher, their competency meaning is to examine whether these teachers get the exact qualification that meet the actual work of Western China. Asame & Wakrim (2017) argued that a competency model is a set of personal characteristics, including working skills, professional knowledge and career attitude, etc., which will meet the requirement of actual work. Therefore, when we want to develop a Western China rural teacher's competency model, as mentioned above, we suppose the competency model should be different from urban teacher or coastal area. There are some mature competency models for different occupations, for instance, Chinese family firm's manager model, which is suitable for specific companies (Zhong & Shi 2007), and managing multiple projects model, which is designed for specific industries (Patanakul & Milosevic 2008). The model we want to develop is for evaluating and controlling the quality of Western China rural teacher.

The competency model for Western China rural teacher has its unique characteristics, given that the special working environment and career requirement. As we discussed before, Western China's basic education is lag behind the urban and coastal area, there are unbalanced development of regional education, and there is a significant divergence between rural and urban students in terms of intellectual & physiological development, meanwhile, high quality teachers are the minority in rural areas.

Considering the actual situation of rural education and the professional particularity of teaching career, with the interview materials, we assume that the main aspects of high-quality rural teacher should possess are as follows. As rural teacher in Western China, they should know working environment in rural community is worse than urban, the teacher-parent interaction may not easily compare with urban parents, students are different because of their imperfect growth environment, but as a teacher, caring for students and improving teaching skills must possess no matter in any region.

Key factors of Western China rural teacher's competency

As we thought before, rural teacher in Western China must obtain the idea that rural education faces multiple difficulties, but there are some key factors that must be stressed. For the key factors of professional competency, some researchers already defined with various points. Machado et al. (2015) believe that key factors of competency can be applied in a more general sense for everyday life, and should be competent in a context for a certain function. Machado's research indicates that the key factors of rural teacher in Western China should take fully consideration of special situation of rural basic education. In addition, key factors are also regarded as the role that meet the demand of organization or task (Gagné et al. 1997), and key factors are also defined as knowledge, skill, ethic, and independent judgement (Parkinson & Chew 2016). Similarly, Ron (2004) also affirm the key factors of competence are skill, knowledge and attitude. From above research, the key factors should fulfill the requirement of specific working context and focus on knowledge, skill and personal attitude. Since we focus on rural high-quality teachers in Western China, based on the previous literature review and our interview conceptualization, we assume that the key factors for Western China rural teachers are as follows, professional cognition, basic skills and student education & guidance.

Professional cognition

As an education practitioner, it is quite necessary to learn normal education, educational concept and history, and basic rural education knowledge. At the early stage of education development, the government controlled the recruitment of teacher, and the normal student

education were supported by public finance. Nevertheless, with the reform of managerial system and economic development, the free-market implementation and social stratification lead rural education to become disadvantaged part, unfortunately, this situation still exists (Murphy 2009). The main challenge for Western China rural education is the value conflict between professional ethics and the pursuit of improving personal quality of life (Wang & Gao 2013). Therefore, as a rural teacher in Western China, a rational and objective understanding of the problem of unfair education and the backward situation of rural education and life is the prerequisite for qualified teachers. Meanwhile, all the teachers should soberly realize that improving student performance is the uppermost priority because the utilitarian purpose of basic education in current China is to help student get further higher-grade education (Zhang et al. 2019).

Basic skills

The basic skill is a rich connotation domain that include educational management, student and class management, professional skill, etc. based on our interview material. First, rural teacher needs to recognize the difference between rural culture and urban culture and manage to balance this difference (Zhao & Fu 2018). Secondly, common sense of management, during our interview, most rural teachers were all mentioned that how to manage the students and learn rural education's managerial system were very important for their work. This point of view is also supported by previous research, for example, better teacher-student, teacher-parent, teacher-teacher, teacher-educational administrator relationship is essential for student academic performance (Wang et al. 2019; Zhao & Parolin 2014). In addition, Education reform and information education are also being carried out, it requires the rural teacher keep learning new educational means and methods (Zhao et al. 2008).

Student education & guidance

We may divide the education & guidance into two aspects, A, the common sense for all teachers, to educate students to understand the society objectively, form correct outlook on life values, and develop sound personality and fine nature; B, the special challenge for Western China rural teachers, students with special background in rural China. For instance, value the male child only (Hannum et al. 2009), left-behind children from farmer-workers' family (Wei et al. 2020), mental retardation students (Li et al. 2019) are ubiquitous. For rural teachers, the special situation of rural education is not involved in the teacher training, but a major challenge for them to carry out teaching work. In most cases, rural teacher's role is not only the lecturer, but also the guarantor to coordinate the relationship between all parties and ensure the students' further education. From this point of view, rural teachers shoulder more responsibility, which has a more

important impact on students' academic performance and personal characteristics. It is also suggested that high-qualified teacher will prevent low-achieving performance (Donald et al. 2005).

METHODOLOGY AND RESULTS

In the previous section, we have discussed the grim situation of rural teacher quality in Western China, and outlined the core characteristics of Western China rural education, defined the key factors of competency model. To operationalize the Western China rural teacher's model and contribute to the rural education, we develop the evaluating standards for rural teacher in Western China, as seen below. With the recommendation of Churchill (1979) and Hinkin (1998), our research took a three-session procedure to develop the evaluating standards. First, from the semi-interview material and the literature review, we generated the initial item pool and prepared the first version of scale. Second, we conducted the first round of survey, which included the first version of scale, and we then did item reduction so that formed one more accurate version of scale. Third, we conducted the second round of survey, which include the accurate scale, and we evaluated the reliability and validity.

Item generation and filtering

We conducted a series of semi-structured interviews with 22 rural teachers, who work in Western China basic education, to generate the initial item pool. These 22 rural teachers are all come from western province of China, including 4 in Chongqing, 5 in Sichuan, 2 in Shaanxi, 2 in Gansu, 2 in Guangxi, 3 in Yunnan, 1 in Ningxia, 1 in Inner-Mongolia, 2 in Guizhou. Their average age is 34.7 (SD=7.8) and their average tenure is 12 years (SD=8.6). Among these 22 rural teachers, 72.8% of them received a bachelor's degree, 13.6% of

them received a master's degree, and 13.6% of them only have associate degree.

All of the interviewees were required to answer the semi-structure interview outline according to their practical work experience, what they learned from their experience, and how to become a high-quality rural teacher, what's their opinion about the current rural education, and their reflection on teacher training, etc. In order to get more information, we also conducted the Behavior Event Interview (BEI).

We identified several subjects that related to rural teacher's competency by using text analysis techniques. According to our theoretical framework, the text analyzing subjects were clustered into three domains, which were the aforementioned three factors, professional cognition, basic skills and student education & guidance. Based on these three domains, we developed the item pool for Western China rural teacher's core competencies, and adding items retrieved from interview material and previous literature. Table 1 reveals the initial item pool, with defined three most crucial subjects.

After identifying these three critical subjects and generating the initial item pool, we needed to filter the appropriate items for competency model. Hence, we invited 10 rural teachers who worked in Western China to evaluate our initial items, and these 10 teachers were not involved in the interview before so that we can do a content adequacy test. The evaluators were required to assess the relevance and significance of each item to the main subject, and gave content evaluation and expression refining of items.

Finally, nine items were eliminated during this process, for the following reasons: the item was not suitable or not well defined in Western China context; the item had no relevant of being a rural basic education teacher; the item was not important to rural teacher's practical work; the item was beyond the capacity of most rural teachers.

Table 1. Initial item pool

	Item	Source	Remained
1.	As teacher, I pay attention to open up students' vision and cultivate their life ideal.	L	Yes
2.	I will focus on left-behind, one-parent family, and diffident student.	I	Yes
3.	I actively encourage students to develop their sound personality and good character.	I&L	Yes
4.	I will teach students to understand the society objectively and establish a correct outlook on life values.	L	Yes
5.	The theoretical and practical knowledge is of equal importance.	I&L	Yes
6.	Learning from front-line teachers with rich teaching experience is a good way to improve myself.	I&L	No
7.	I get tired sometimes, so something like "soul soother" works for me.	I	Yes
8.	The idea of school leadership is very important to a school.	I&L	No
9.	Home school connection and students' family background has great influence on their performance.	I&L	Yes
10.	I lay stress on the study and application of education laws and regulations.	I	Yes
11.	I believe teacher should follow up students' mental health, if condition permission, psychological consultation room can be set up.	I	Yes

12. As teacher, I am strict with students, supervise and urge them to improve their academic performance.	I&L	Yes
13. Students' performance and personal safety are equally important.	L	Yes
14. I always concern about student's mood.	I&L	Yes
15. The ability of organization, planning and communication is the basic skill that qualified teachers should possess.	I&L	No
16. As teacher, I will organize the teaching content and lesson design in a planned, organized and logical way.	I&L	No
17. Stress tolerance and crisis management are the essential qualities of excellent teachers.	I	Yes
18. As teacher, I evaluate students' performance reasonably and justly.	L	No
19. As teacher, I actively adjust their own mentality and keep teaching enthusiasm.	I&L	Yes
20. As teacher, I actively learn the knowledge and skills related to teaching.	I&L	Yes
21. Improving students' achievement is the most important thing for teacher.	I&L	Yes
22. As teacher, I take care of students in a proper way, instead of taking themselves as nannies.	I&L	Yes
23. Teaching is not only a career, but also need dedication.	I	Yes
24. Communicating reasonably with parents and refusing unreasonable demands of parents.	I	No
25. I carefully select students' test papers and other teaching materials.	I&L	No
26. As teacher, I fully understand the current education in urban and rural areas.	I	Yes
27. I can treat education unfairness rationally.	I	Yes
28. Beside my main subject, I will learn more about the basic knowledge of other disciplines.	I&L	No
29. In teaching practice, the knowledge of pedagogy and psychology is very important.	L	No

Note: The Column *Source* means where the item collected, Interview (I) or Literature review (L) or collected from both of these two ways (I&L). The column *Remained* means whether the item should be remained (Yes) or not (No) after the content adequacy test.

Initial item reduction and evaluation

Based on the previous step and participant's interview information, we developed the questionnaire. In our questionnaire, a 5-point Likert-type format was adopted for items, ranging from 1=strongly disagree to 5=strongly agree. The survey was administrated in Chongqing, a southwest city in Western China, and the questionnaire was distributed to nine western provinces by WeChat (a widely used smartphone application), email, and website. All the targeted rural teachers participated voluntarily and the participants' information were kept confidential. For this round of survey, 126 rural teachers completed the questionnaire effectively, with a valid rate at 92.1%. Among these rural teachers, 87.1% were female, 97.4% of them were Han people (China's main group). Their age ranged from 20 to 60, 87.1% of them were under the age of 40, 81.9% of them were not graduated from top-tier universities in China. All of these rural teachers had more one-year work experience in Western China, their teaching courses involve various subjects of current rural basic education. Note that our research goal is to develop the evaluation tool for Western China rural teachers; we required all the participants should work in rural basic education and answer the questionnaire according to their own actual work experience.

After collecting the data, we use SPSS Statistics24.0

to run Exploratory Factor Analysis (EFA), adopting the principal factor analysis to extract factors and using the varimax approach to rotate. The Kaiser-Meyer-Olkin (KMO) coefficients was 0.933, and the Bartlett's test of sphericity was significant, which indicate it was suitable for factor analysis. According to eigenvalue criterion in conjunction with a scree plot, three factors were emerged and total variance explained rate was 82.81%. The criteria to exclude one item was as follows: factors loading was less than 0.50 and the cross-loading was more than 0.50. Hence, seven items were excluded after checking the rotated component matrix. Table 2 shows the results of EFA, showing the factor loading of remained items.

Factor I contains the skills and requirements for teaching, as rural teacher in Western China, self-learning ability, educational management, professional skill etc. are all essential for them, which will help rural teacher to have basic qualified skills, thus, we term this factor as *Basic Skills*. Factor II points to the reality of rural students, given that the students in rural area are suffering several problems, for instance, the high dropout rate in rural areas, the problem of left behind children, etc. The rural teachers need to cultivate students' life ideal and broaden their view. Factor II is named as *Student Education and Guidance*. Factor III is something for rural teacher's interior quality; they should have sober cognition of rural-urban education,

and adjust themselves well. Therefore, we name Factor III as *Professional Cognition*.

Meanwhile, we also estimated the internal consistency. The Cronbach's alpha coefficient for Factor I is 0.962, Factor II is 0.974, and Factor III is 0.726. The overall Cronbach's alpha coefficient is 0.955. These results indicate that the scale is reliable.

Finally, we did the confirmatory factor analysis (CFA). With the result of EFA, we use AMOS 24 to construct the model: three factors belonged to the main

factor, the competency model for Western China rural teacher. Each factor, *Basic Skills*, *Student Education and Guidance*, *Professional Cognition* has several items. According to the result of CFA, the model fits our sample very well: $X^2 = 84.202$, $df = 51$, $X^2/df = 1.651$; comparative fit index (CFI)=0.981; and root mean square error of approximation (RMSEA)=0.075. Figure 1 demonstrates the standardized weights of these items on the belonging factors.

Table 2. Factor loading of explorative factor analysis

Item	I	II	III
10. I lay stress on the study and application of education laws and regulations.	0.775	0.421	0.219
5. The theoretical and practical knowledge is of equal importance.	0.764	0.433	0.304
9. Home school connection and students' family background has great influence on their performance.	0.761	0.483	0.237
13. Students' performance and personal safety are equally important.	0.758	0.364	0.274
19. As teacher, I actively adjust their own mentality and keep teaching enthusiasm.	0.725	0.450	0.329
20. As teacher, I actively learn the knowledge and skills related to teaching.	0.723	0.476	0.324
4. I will teach students to understand the society objectively and establish a correct outlook on life values.	0.418	0.852	0.170
3. I actively encourage students to develop their sound personality and good character.	0.461	0.837	0.176
1. As teacher, I pay attention to open up students' vision and cultivate their life ideal.	0.451	0.830	0.116
2. I will focus on left-behind, one-parent family, and diffident student.	0.393	0.828	0.223
7. I get tired sometimes, so something like "soul soother" works for me.	0.285	0.019	0.779
21. Improving students' achievement is the most important thing for teacher.	0.045	0.387	0.778
26. As teacher, I fully understand the current education in urban and rural areas.	0.355	0.097	0.695

Note: Factor I is named as *Basic Skills (BS)*; Factor II is named as *Student Education & Guidance (EG)*; and Factor III is named as *Professional Cognition (PG)*.

Replication

Even though our first round of survey's data provided some evidence that the measurement of Western China rural teacher's competency model was valid and reliable, for further proof and as the previous literature suggested, we did replication.

This was our second round of survey, the questionnaire was distributed again, and the participants were required to be different from the first round. As replication in similar situations, different participants can exclude the influence of different places or schools, which verifies the robustness of our competency model. All participants were voluntary, and their personal information & answer were confidential. For this round of survey, 226 rural teachers completed the questionnaire effectively, with a valid rate at 92.0%. Among these rural teachers, 87.0% were female, 97.6% of them were Han people. Their age ranged from 20 to 60, 87.0% of them were under the age of 40, 81.7% of them were graduated from non-key universities. Like the first round of survey, all of these rural teachers had more one-year work experience in Western China, their teaching courses involve various subjects of current

rural basic education.

After getting this round of survey data, we also did the CFA to verify the construct validity. The hypothetical model was the same as we described before, which showed good fit ($X^2 = 83.084$, $df = 62$, $X^2/df = 1.340$, CFI=0.991, NFI=0.966, NNFI=0.989, RMSEA=0.041). Figure 1 depicts each item's weight on the belonging factor.

In order to make the comparison, we also developed the alternative models: (A) one-factor model, all the items belong to one factor ($X^2 = 241.520$, $df = 65$, $X^2/df = 3.716$, CFI=0.925, NFI=0.900, NNFI=0.910, RMSEA=0.115); (B1) two-factors model, *Professional Cognition and Student Education & Guidance* belong to the first factor, *Basic Skills* as the second factor ($X^2 = 126.587$, $df = 64$, $X^2/df = 1.978$, CFI=0.973, NFI=0.928, NNFI=0.963, RMSEA=0.069); (B2) two-factors model, *Professional Cognition and Basic Skills* belong to the first factor, *Student Education & Guidance* as the second factor ($X^2 = 90.033$, $df = 64$, $X^2/df = 1.407$, CFI=0.989, NFI=0.963, NNFI=0.986, RMSEA=0.044); (B3) two-factors model, *Basic Skills and Student Education & Guidance* belong to the first factor, *Professional Cognition* as the second

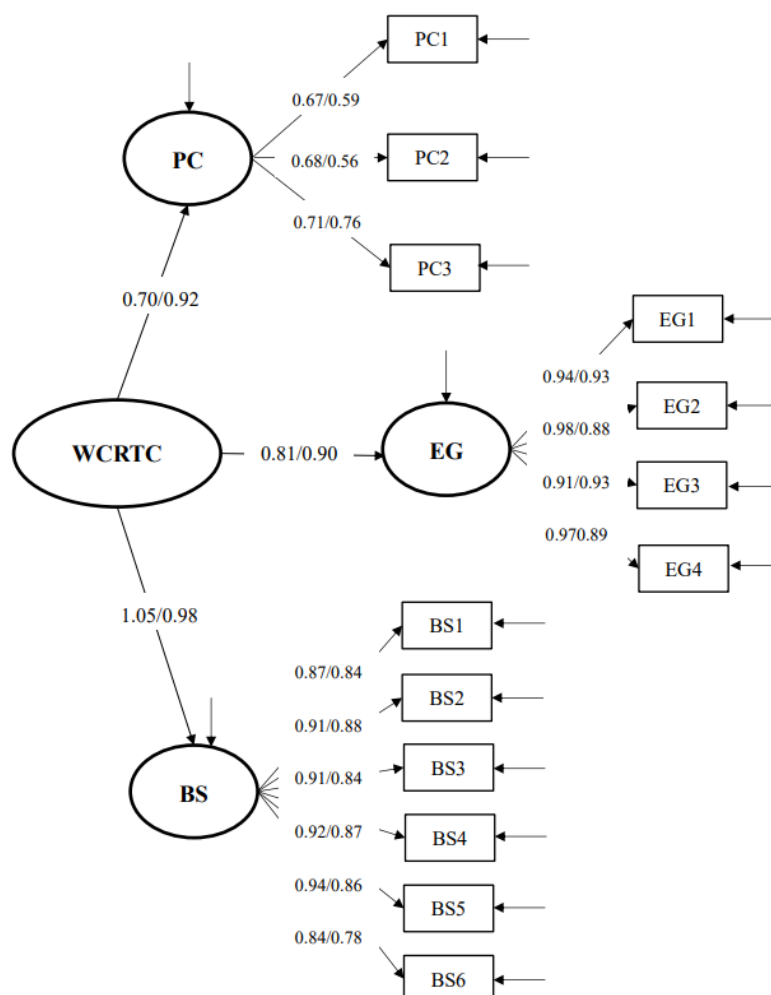
factor ($X^2 = 232.662$, $df = 64$, $X^2/df = 3.635$, CFI=0.928, NFI=0.904, NNFI=0.912, RMSEA=0.113). Among these model's calculation results, as the Table 3 demonstrates that the three-factor model is the best model.

In conclusion, our replicated survey data provide evidence for the reliability and construct validity of this measurement method.

Table 3. Goodness-of-Fit Summary

Model	df	X^2	CFI	NFI	NNFI	RMSEA	90% Confidence interval RMSEA
Three-factor model	62	83.084	0.991	0.966	0.989	0.041	0.010 to 0.062
One-factor model	65	241.520	0.925	0.900	0.910	0.115	0.099 to 0.130
Two-factor model (B1)	64	126.587	0.973	0.948	0.968	0.069	0.051 to 0.086
Two-factor model (B2)	64	90.033	0.989	0.963	0.986	0.044	0.019 to 0.065
Two-factor model (B3)	64	232.662	0.928	0.904	0.912	0.113	0.097 to 0.129

Note: N=208. NFI=normal fit index; NNFI=nonnormal fit index; CFI=comparative fit index; EMSEA=root mean squared error of approximation.



Note: WCRTC=Western China Rural Teacher Competency; PC=Professional Cognition; EG=Student Education and Guidance; BS=Basic Skills; the first/second number on the path is the weight calculated based on the data of the first/second round of survey (N=116/208).

Figure 1. Structure of Western China rural teacher's competency

DISCUSSION AND CONCLUSION

For a quite long time, researchers on Western China rural education focused on policy-making, teacher quality and student academic achievement, rural basic education and national economic growth & human capital development (Brock 2009; Chen et al. 2019; Li et al. 2019). Some researchers noticed the close relationship between the quality of rural teachers and educational development, students' academic performance (Wang et al., 2020), some also proposed the new way to improve rural teacher's quality and intended to change the inequality of education between rural and urban areas (Robinson 2008). In most cases, Western China rural teacher's quality is largely depended on the Free Teacher Education Program (FTEP) for the pre-service training and National Training Program & Provincial Training Program for the in-service training, however, the above training program is not designed for rural teacher, even not for Western China. We agree that it is quite necessary to develop the quality control standard from competency perspective, and guide the in-service training if possible. We follow the protocol of competency model development, which based on the actual situation of Western China's real rural education; we apply the rural teacher's practical needs in the actual rural school environment.

Our study follows the protocol proposed by previous scholars (Churchill 1979; Hinkin 1998) to identify the core competencies of Western China rural teacher and develops the evaluation tool for rural teacher. Our measurement is in the light of real working environment of rural school; it includes three main factors, that is, *Professional Cognition*, *Student Education and Guidance*, *Basic Skills*. These three factors will play an important role in the work activities and career development of rural teachers.

Note that our interviewees and participants are all rural teachers, and all of them have more than one year work experience in rural school. Their age distribution, teaching subjects, politic countenance, gender, pre-service experience, nationality are the typical feature of Western China rural teacher. Yet, according to our interview, we notice that they are still full of uncertainty about their own work, and are full of doubts about the development of their own profession and the improvement of teaching quality. Therefore, based on the actual investigation of Western China rural education and the development of evaluation tools is particularly urgent, especially the educational reformation and rural education's higher expectation emerged (Vinovskis 2016).

As we mentioned above, three factors of the competency model are the main evaluation standard for Western China rural teacher. The *Professional Cognition* includes the recognition of China's current education, the purpose of utilitarian education, emotional cognition and psychological regulation; the *Student Education and Guidance* is regarded as one

teacher's qualification of basic purpose of education, including the cultivation of student's life ideal, personality and life value; the *Basic Skills* is stressed by both managerial department and school administrator, in terms of Western China's practical situation, it includes theoretical and practical knowledge, rural education characteristics, and educational law acknowledgement. All these three factors can be considered as the requirement of rural teachers' quality management and the standard of measurement & evaluation.

This study has some theoretical contributions. First, it followed the standard protocol of evaluation & measurement tool developing. This measurement grasps the core competencies of Western China rural teacher; this is a new evaluation tool that has rarely touched by other researchers. Given its reliability and validity, further research about rural teacher evaluation and management may take our measurement as a tool to analyze and explore more rural education research topic. Second, it may help to design targeted and practical evaluation decision system. Since our evaluation tool is developed based on the actual rural educational situation, the main problem of Western China rural education research is lacking of practical research, but focus on "office research". The current research could shed light on the improvement of teacher qualification's requirement design, and promote theoretical research of rural education.

The result can also contribute to the Western China rural educational practice. First, it may help the educational managerial department and normal university to establish a better training program based on our measurement, both for pre-service and in-service rural teacher. Second, the current rural teacher-training concept does not satisfy the actual needs of rural education, our study may help to revise this unsuitable concept. Third, with the guidance of key competencies for rural teacher, the study can also help the rural education policy-makers (Gandrud & O'Keeffe 2016) to revise rural education preferential policy, funding policy, teacher quality improvement policy.

Our research also has some limitations, which we will improve in further research. First, we should do a follow-up research design and collect data to observe the actual application effect of the evaluation tool. Through this procedure, the external validity of our research can be further confirmed. Second, this evaluation tool is only designed for Western China rural teacher, and it can only apply to the work setting of Western China. Rural teachers in other areas of mainland China or outside China, may have different core competencies.

In conclusion, this study identified the core competencies of rural teachers in Western China, and used it as an evaluation tool to improve the quality of rural teachers. Our work can contribute to the optimization design of rural teacher training program, provide a new perspective for the quality control of

rural teachers, and provide reference for the professional development of rural teachers in Western China.

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Contribution of individual authors:

Boyang Zheng: the corresponding author who is responsible for the analysis and processing of data and participates in the writing of the paper.

Guiping Sun: is responsible for the overall design of the research and the writing of the paper.

Yan Wu: is mainly responsible for the collection and interview of research data.

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ANALYSIS ON THE STRESS RELIEF OF COLLEGE STUDENTS BY PHYSICAL EXERCISE

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SUMMARY

Introduction: In college, students have to face not only the changes of their own physical development, but also external pressures from environmental adaptation, interpersonal communication, academic achievement, economic hardship, emotional predicament and employment difficulties. In addition, the physical and mental development of college students is not yet mature. Their self-regulation ability is relatively weak, and the resulting psychological problems become more and more obvious. It has long been proven that physical exercise can promote individual physical and mental health, but the specific relationship between the two needs further research.

Subjects and methods: The paper adopts the random sampling method. 300 subjects were randomly divided into six groups with different exercise programs. Those subjects were tested via PSTR for eight times within two months. Using SPSS27.0 as statistical analysis tool, the effect of physical exercise on stress relief of college students was analyzed from two aspects of daily exercise time and continuous exercise days.

Results: Before and after the experiment, the pressure level of group one to group five decreased significantly. The pressure level of group four decreased the most ($t = 51.595$, $P < 0.001$). Group three came second ($t = 30.569$, $P < 0.001$). And the pressure level of group one decreased relatively lower ($t = 14.861$, $P < 0.001$).

Conclusions: Physical exercise has a positive effect on stress relief of college students. Daily exercise time should be suitable in length, and it should be 30 min to 45 min.

Key words: physical exercise - college students - mental stress - relief effect

* * * * *

INTRODUCTION

Stress, also known as pressure, was first proposed by Canadian physiologist Hans Selye in 1936. He considers stress to be a state with specific symptoms, which consists of nonspecific changes in the physiological system under stimulation (Lennartsson et al. 2013). Stress is necessary for human survival and development. Moderate stress is a required condition for maintaining normal physical and mental functions. It is essential for maintaining normal physical and mental functions and coping with life. But excessive stress, if not handled properly, can be detrimental to physical and mental health (Bartlett et al. 2016).

It is a transitional stage from adolescence to adulthood during college, as well as a specific stage from campus life to social life for students (Uliaszek 2021). They have to face not only the changes of their own physical development, but also external pressures from environmental adaptation, interpersonal communication, academic achievement, economic hardship, emotional predicament and employment difficulties. (Zhao & Campus 2006). The physical and mental development of college students is immature and their self-regulation ability is relatively weak. So, when dealing with relatively complex problems they often have strong psychological conflicts, which would cause greater psychological pressure (Bayram & Bilgel 2008). Excessive or prolonged stress can

lead to psychological disorders including anxiety, restlessness, and depression. Studies have shown that many diseases, such as coronary heart disease, high blood pressure, hypoglycemia, etc., are related to long-term psychological stress. Nowadays, research on the stress of college students has become a practical problem and the focus of public concern. (Fuente et al. 2020).

It has long been proven that physical exercise can promote individual physical and mental health. How to better promote individual mental health through physical exercise has always been a hot topic in the field of sports and psychology (Cocca et al. 2020). The results of relevant experimental studies have shown that regular physical activity reduces the number or sensitivity of adrenergic receptors, which can lower heart rate and blood pressure. Compared with means such as entertainment and music appreciation, physical exercise can promote individual recovery from intense stressful situations more effectively (Jewett et al. 2014). Both a single exercise and a long-term one can significantly improve the situation of anxiety, depression and other negative emotions caused by stress. It can be seen that physical exercise is an important factor affecting and relieving psychological stress. This research conducts an in-depth study on the internal relationship between physical exercise and the stress of college students. Through experiments, the paper focuses on the effect of time factor in physical exercise on stress relief of

college students. (Sutcliffe et al. 2021).

SUBJECTS AND METHODS

Research objects

This study selected 300 college students from Liaoning Province as the research objects, including 156 males and 144 females, with an average age of 21.11 ± 1.12 years old. All participants were informed and agreed to the related information including research background, research scheme, and questionnaire contents.

Research tool

- (1) Sojump (For data collection)
- (2) Excel 2019 (For data registry)
- (3) SPSS27.0 (For data analysis)

(4) PSTR stress test scale. The scale was compiled by Swiss psychologist Edworth in 1983 and based on the psychological stress factor theory proposed by German psychologist Murray in 1968. According to Dr. Murray, moderate stress helps to improve work efficiency. But excessive pressure can be counterproductive at work, and in the worst cases, it can affect physical health.

Research program

The paper adopts the random sampling method. 300 subjects were randomly divided into six groups, 50 people in each group. Among them, the control group did not do physical exercise. Group one did exercise for less than 15 min each time. Group two for 15-30 min, group three for 30-45 min, group four for 45-60 min, and group five for more than 60 min. The experiment lasted for two months. Related data tests were conducted by the PSTR stress test scale every other week. After excluding extreme data, the arithmetic mean of PSTR scores was taken for registration. A total of eight *t*-tests were performed in the entire experimental procedure. With the data, mental stress relief effect of physical exercise on college students was analyzed from two aspects of daily exercise time and continuous exercise days by SPSS27.0.

RESULTS

After the test and the original data were obtained, the abnormal data greater than $\mu + 3\sigma$ or less than $\mu - 3\sigma$ were removed according to the Rajda criterion. The deviation and standard deviation of the remaining values were recalculated and reviewed until the deviation was less than 3σ . The recorded data are shown in Table 1.

Table 1. PSTR score for control time variables

	Week one	Week two	Week three	Week four	Week five	Week six	Week seven	Week eight
Control Group	80	80	81	79	80	79	79	80
Group one	82	81	81	80	78	78	76	75
Group two	79	78	76	75	71	68	67	67
Group three	84	83	80	75	71	68	67	66
Group four	78	78	75	70	65	63	60	58
Group five	79	78	76	72	68	65	64	63

The overall average score of the PSTR stress test scale is 54, and each score interval is separated by half a standard deviation. Generally, a score greater than 93 indicates that the stress response seriously harms the individual's health and the help from a professional psychotherapist is required. Score of 82-92 indicates that the level of stress is too high, which is causing damage to personal mental health and problems in interpersonal relationships. Score of 71-81 indicates that the level of stress is medium, which may be starting to be detrimental to health, and the subject needs to reflect on how to handle stress. Score of 60-70 indicates that the amount of excitement and stress in life is quite moderate. There might be occasional excessive stress, but the subject can quickly return to a calm state. It causes no physical health threats. Score of 49-59 indicates that the subject can control his response to stress. He can

get along with others, and perform daily studies and work with no difficulties. Score below 48 indicates that the subject remains unmoved or indifferent to stress. This causes no negative impact on health, but might lead to loss of interest or motivation in life.

As shown in Table 1, before the experiment, the PSTR scores of the students are mainly distributed in the range of 71-92. The degree of stress is too high, and they are in a stage that may or are causing adverse effects on their mental health. After two months of physical exercise, except for the control group and group one, the PSTR scores of the other groups decreases significantly. The change of the PSTR score of the control time variables is shown in Figure 1, and the correlation coefficient between the arithmetic mean score and time of each group is shown in Table 2.

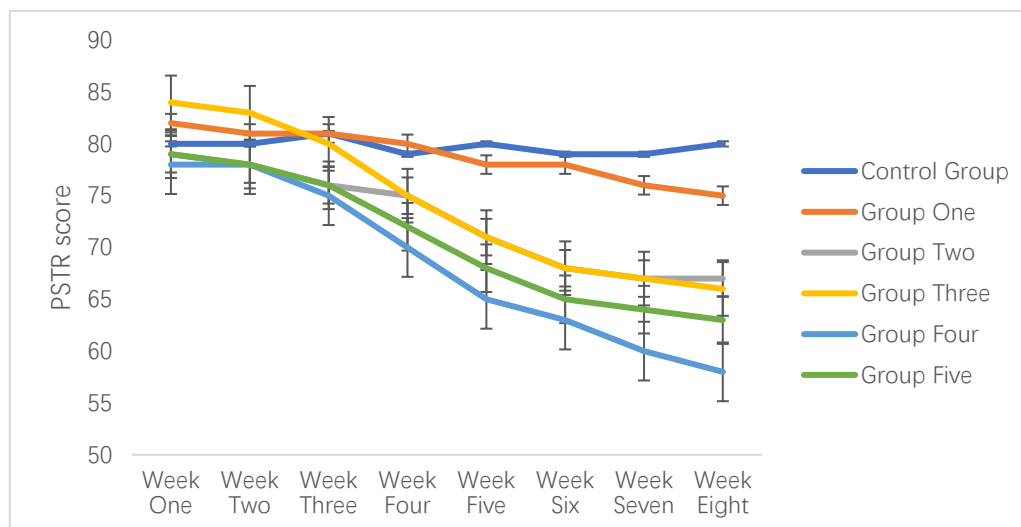


Figure 1. Line chart of PSTR score for control time variables

According to Table 1 and Table 2, the PSTR score of the control group hardly changed during the experiment. It indicates that the data has no significant correlation at the confidence level of 0.05 ($P = 0.310 > 0.05$). This is as expected. While, the data of Group One are significantly correlated at the 0.01 level ($P = 0.006 < 0.01$). The data of group two to group five are significantly correlated at the 0.001 level ($P < 0.001$). This indicates that during the two-month experiment, the stress levels of group one to group five all dropped significantly. But the effectiveness of group one is relatively inferior to the other four experimental groups.

Table 2. Correlation coefficient between PSTR score and time

	<i>n</i>	Correlation	<i>Sig.</i>
Control group	8	-0.412	0.31
Group one	8	-0.859	0.006
Group two	8	-0.977	0
Group three	8	-0.979	0
Group four	8	-0.986	0
Group five	8	-0.982	0

PSTR score of the experiment is collected and analyzed by SPSS27.0. The descriptive statistical results are shown in Figure 3. Paired sample *t*-test is conducted between the control group of the last *t*-test (the eighth test) and each experimental group. The results were shown in Table 4.

Table 3. PSTR score description statistics

	Range	Minimum	Maximum	Std. deviation	Variance
Control group	2	79	81	0.70711	0.5
Group one	3	79	82	0.91613	0.839
Group two	12	67	79	4.9839	24.839
Group three	18	66	84	7.32413	53.643
Group four	20	58	78	8.01672	64.268
Group five	16	63	79	6.50137	42.268

Table 4. *t*-test of paired samples of control group and experimental groups

	Mean	Std. Deviation	Std. Error mean	95% Confidence interval of the difference		<i>t</i>	<i>Sig.</i> (2-tailed)
				Lower	Upper		
Group one	5.091	1.136	0.343	4.328	5.854	14.861	0.000
Group two	13.273	1.737	0.524	12.106	14.440	25.339	0.000
Group three	13.727	1.489	0.449	12.727	14.728	30.569	0.000
Group four	22.000	1.414	0.426	21.050	22.950	51.595	0.000
Group five	17.000	0.775	0.234	16.480	17.520	72.790	0.000

According to Figure 4, *t*-test of paired samples is performed on the data of control group and five experimental groups. The specific results are as follows: group one, 95%CI: 4.328-5.854, $t = 14.861$, $P < 0.001$; group two, 95%CI: 12.106-14.440, $t = 25.339$, $P < 0.001$; group three, 95%CI: 12.727-14.728, $t = 30.569$, $P < 0.001$; group four, 95%CI: 21.050-22.950, $t = 51.595$, $P < 0.001$; group five, 95%CI: 16.480-17.520, $t = 72.790$, $P < 0.001$. There are significant differences in the data of each group on the basis of 0.001 confidence. This indicates that the stress level of students has changed significantly before and after the experiment. According to the data in Figure 3, the variances of each group in the descriptive statistics are expressed as σ_1 - σ_5 respectively. The result can be obtained as $\sigma_4 > \sigma_3 > \sigma_5 > \sigma_2 > \sigma_1$. This indicates that group four has the highest decline in the pressure index, followed by group three, and group one has a relatively low decline in the pressure index.

DISCUSSION

According to the above experimental data, it can be seen that physical exercise has a positive effect on stress relief of college students. First of all, in general, in two weeks after exercise, the stress relief effect of the students is not obvious, and the situation improves in the third to sixth weeks. At this stage, the effect of exercise on psychological stress relief is greatly improved. After more than six weeks, such an effect gradually weakens. The pressure of students at this time basically reaches the normal standard, but still higher than the standard value. This is an inevitable phenomenon. While exercise can relieve the psychological stress of the students, the overwhelming stressors faced by the student population today are impossible to eliminate. Therefore, the current situation of excessive stress can only be improved rather than eliminated.

Also, according to the experimental results, the stress relief effect is best when the daily exercise duration is 45 min to 60 min. This shows that continuous exercise for a long time is the primary way to relieve stress. But the exercise time cannot be too long. The data shows that after 60 min of exercise a day, there is a slight decrease in stress relief. Nowadays, students are increasingly busy with study and life, and it is difficult for them to devote more than an hour to exercise. So, it is not recommended. Too short exercise time (less than 15 min) has a certain effect, but the result is quite poor. So, it is not recommended either for stress relief purposes. Comparatively, exercise of 30 min to 45 min, not only ensures good effect on stress relief, but also can relatively save time, is the most suitable solution.

CONCLUSIONS

This study explores the influence of the time factor

in exercise on the stress status of college students, and reveals that physical exercise is an important factor in their stress relief. The cognitive theoretical model of stress believes that the generation of stress depends on the individual assessment of the situation and their own resources. Individuals would reduce stress coping ability due to control-losing, nervousness, or anxiety, and show weaker mental resilience (Steiner et al. 2003). Previous research points out that the senses of control and value are important internal resources to reduce individual risk factors. And physical exercise can increase the psychological resource, thereby promoting the individual psychological resilience (Donohue et al. 2019). The stress process model believes that the core of stress relief is to develop coping resources. Mental resilience can be used as a coping resource to relieve academic stress, and physical exercise is an effective way to improve resilience and develop coping resources (Dowell et al. 2021). College students with regular physical exercise can obtain more internal resources in academic activities. It is of great importance to improve mental resilience and relieve the academic pressure of college students in the process of dealing with an unbalanced state. This can help college students achieve a new balance of body and mind, and then promote their mental health (Fossati et al. 2021).

As mentioned above, although exercise can relieve the stress of college students, it cannot solve their intensive pressure problems. The solution of these problems requires the joint efforts of schools and relevant government departments (Garriott & Nisle 2018). Schools should reinforce the monitoring and management of teaching quality, continuously improve the quality of education and teaching, and attach great importance to the psychological problems of students. Once students with psychological problems are noticed, psychological counseling should be carried out in time, and attention should also be paid to them (Tubic 2019). Colleges and school psychological counseling departments should give full play to their professional advantages, and adopt both online and offline methods for psychological communication in order to reduce students' psychological pressure. Relevant departments should enhance employment and entrepreneurship guidance and improve relevant policies. Government should work with schools and make use of employment and entrepreneurship classes to enable students to master basic job-hunting skills. By doing so, students would cultivate entrepreneurial consciousness and improve entrepreneurial quality and ability for the success of employment and reduction of their employment pressure (Amanvermez et al. 2020).

Due to the limited time and conditions, there must be some inadequacies in this study. For example, the stress situations vary among the college students from different grades yet the research did not elaborate in

this regard. Moreover, the total time span of the research is only two months. Although most of the situation has been considered, there may still be new discoveries if more data can be collected based on a longer period of observation.

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Contribution of individual authors:

Shu Qiao: wrote original draft, participated in literature search and analyses, evaluations and manuscript preparation, as well as wrote the paper.

Gaosong Huang: conceived and designed the manuscript, interpreted the data, and participated in project administration including resources, software, validation, visualization, conceptualization, investigation and methodology.

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EFFECTS OF MUSIC REGULATION ON PATIENTS WITH ANXIETY DISORDERS

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SUMMARY

Background: By the end of 2021, the COVID-19 outbreak has led to an increase of 90 million patients with anxiety disorders worldwide, which has had a significant adverse impact on human mental health. Music Therapy is a treatment method that utilizes the huge influence of music on emotions, changes people's emotions through music, and finally achieves the purpose of psychological healing. This study starts with Music Therapy and selects patients with anxiety disorders from a hospital in Hebei Province, China as subjects to explore the therapeutic effect of Music Therapy on patients with anxiety disorders.

Subjects and Methods: The S-AI and T-AI scores of the subjects were tested before treatment, after five weeks of treatment, and after ten weeks of treatment. And both the variable correlation analysis and t-test were carried out, using SPSS22.0 as the statistical tool.

Results: The total STAI score of the experimental group was significantly higher than that of the control group after ten weeks of treatment ($t = 164.102, P < 0.001$). After five weeks of treatment, the STAI score of the experimental group decreased significantly compared with that before treatment ($t = 56.742, P < 0.001$). After ten weeks of treatment, the STAI score of the experimental group decreased significantly compared with that after five weeks of treatment ($t = 71.155, P < 0.001$).

Conclusions: Music Therapy improves the patients' physical conditions such as sleep and energy, eating, movement and feeling. It is pain-free, low-cost, simple and easy to implement. Furthermore, it can also improve patients' interpersonal skills, work and study efficiency, as well as leisure and entertainment life satisfaction. It is worthy of promotion in the treatment of patients with generalized anxiety disorders.

Key words: Music Therapy - anxiety disorder - COVID-19 - music regulation

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INTRODUCTION

Anxiety disorder is a persistent mental illness, a brain dysfunction characterized by persistent fear, tension, and autonomic dysfunction. It is often accompanied by motor restlessness and physical discomfort (Carleton et al. 2009). It is usually manifested as inattention, nervousness, distraction, restlessness, loss of interest in anything, worry about one's own health, oversensitivity to minor physical discomforts; excessive sensitivity to others and pessimism about future judgments, indecision in doing things, thinking before and after, slow in adapting to new things and new environments, and in severe cases it will affect normal work and life (Grezo & Sarmany-Schuller 2018). Since December 2019, pneumonia caused by a new type of coronavirus infection was discovered in Wuhan City, Hubei Province. And it has gradually spread to the whole country, causing great impact and harm to the production, life and even people's lives in the whole society. (Mazza et al. 2020). Professor Lu Lin, a Member of the World Health Organization's global research team on COVID-19, pointed out that the pandemic of infectious diseases will cause post-traumatic stress disorder (PTSD) in medical staff, infected people and the general public, and the incidence rate can reach more than 20%. By the end of 2021, the COVID-19 outbreak has led to an increase of 70 million depressed patients and 90 million

anxiety patients worldwide, which has had a significant impact on human mental health. And this impact will last for at least 20 years. How to relieve and treat patients with anxiety disorders or depression has become the focus of attention from all walks of life (Starcevic et al. 2007).

Music Therapy is a new applied discipline, involving a wide range of disciplines, a wide variety of application fields, and rich school ideas. Therefore, in terms of the development of Music Therapy, there is no unified discipline definition standard (Koops & Kuebel 2021). Music culture is influenced by many factors such as region, culture, history, politics, ideology, cognition, etc. Therefore, the definition of music cannot reach a consensus conclusion (Sanfilippo et al. 2021). The World Music Therapy Federation once defined Music Therapy as, it is the fringe disciplines based on the theory and method of psychotherapy. It uses unique physical and psychological effects of music, through various targeted music behaviors and music experience, to remove psychological barriers and heal body and mind (McCaffrey et al. 2011).

Patients with anxiety disorders are mainly characterized by clinical symptoms such as frequent or persistent anxiety. The causes of anxiety are complex, and both biological and sociological factors play an important role (Silverman 2019). Existing clinical research results show that specific and regular music can resonate with human cells, directly act on the

brain, muscles, bones and internal organs, and relax the nervous system. Music Therapy stimulates the body to secrete chemicals such as acetylcholine by affecting physiological functions, increasing blood flow and exciting nerves, thereby invigorating the patient's spirit and eliminating loneliness, depression and anxiety (McCaffrey 2018).

In the development of our country's health care development, the psychotherapy of Music Therapy is rarely used, and domestic scholars have little research on Music Therapy. They lack systematic theoretical content and treatment case studies as research support. In this study, patients with anxiety disorders in a hospital in Hebei Province were selected as the research objects, and the therapeutic effect of Music Therapy on patients with anxiety disorders was studied through a controlled experimental study.

SUBJECTS AND METHODS

Research objects

This study selected 72 patients with anxiety disorders from a hospital in Hebei Province as the research objects, among whom 31 were male patients and 41 female patients, with an age range of 20-50, and an average age of 32.11 ± 1.56 years. All patients were informed and consented to the background and protocol of this study.

Research tools

General information questionnaire

It mainly involves name, gender, age, education level, marital status, family economic level, etc.

State-Trait Anxiety Inventory (STAI)

The scale, developed by Charles D. Spielberger et al., consists of 40 descriptive items divided into two subscales. One is the State Anxiety Inventory (S-AI), including items 1-20. State anxiety describes an often transient, unpleasant emotional experience such as tension, fear, apprehension, and nervousness, accompanied by hyperactivity of the nervous system. The other is Trait Anxiety Inventory (T-AI), including items 21-40. Trait anxiety describes relatively stable, individual-specific anxiety tendencies as a personality trait (Fonseca-Pedrero et al. 2012).

Trait anxiety refers to a relatively stable behavioral tendency of an individual to react anxiously to a wide range of threatening stimuli; while state anxiety is a transient emotional state produced by the perception of dangerous stimuli, including individual tension, worry, anxiety, disturbance and hyperexcitability of the autonomic nervous system. The State-Trait Anxiety Questionnaire distinguishes two different types of anxiety, state anxiety and trait anxiety, in order to provide a more effective measurement tool for clinical practice and research (Perpina-Galvan et al. 2011).

STAI uses a four-point scoring method. 1=not at all,

2=somewhat, 3=moderately, 4=very obvious, 10 of which are reverse scoring. The original author conducted a test-retest reliability test for the scale, and found that the stability of T-AI was high, and the correlation coefficient between the two scores was 0.73-0.86; while the stability of S-AI was low, and the correlation coefficient was 0.16-0.62. Its internal consistency coefficient was determined by KR20 formula: T-AI was 0.86-0.92, S-AI was 0.83-0.92. The validity test results show that the scale is satisfactory in terms of concurrence, convergence, divergence and structure (Vitasari et al. 2011).

Research plan

72 subjects were randomly divided into two groups, the experimental group and the control group were 36 people each. The experimental group was treated with Music Therapy, and the control group was not given special treatment. The S-AI and T-AI scores of each group were tested before treatment, after five weeks of treatment, and ten weeks of treatment to evaluate the anxiety of the testers in the past week.

Treatment principles

First, Music Therapy should play music step by step according to the psychological characteristics of the client. From the point of view of the choice of music, it should be gradual step by step. For example, music that guides sadness can be divided into mild, moderate and severe ones. The choice of music generally starts with mild music and gradually transitions to moderately sad music. From the perspective of volume of music playing, the volume should also be gradually increased to allow visitors to gradually adapt (Moucek & Berankova 2020).

Second, during Music Therapy, clients who do not understand music should be educated and guided. And the background of music creation and the artistic conception that musicians want to express should be introduced to the clients. Before treatment, the psychotherapist can try to let the client listen to a piece of music and experience the artistic conception of the music with heart. If the client does not understand the artistic conception of the music, the psychotherapist should provide some explanations to help the client understand the meaning of the music (Silverman & Leonard 2012).

Third, during the music treatment, the treatment time should be controlled between one to two hours each time, and the appropriate treatment plan should be selected according to the different conditions of the subject to make the treatment effect appear.

Fourth, in the process of Music Therapy, we should not only pay attention to the inner feelings of the subject, but also observe the external performance and behavioral characteristics of the subject.

Fifth, in the process of treatment, attention should be paid to the use of language such as suggestion and

guidance. And the timing of its use should be grasped. In addition, subjective thoughts should not be mixed in the process of suggestion.

Sixth, during Music Therapy, if the subject has abnormal emotional reactions or bad emotions, it should be terminated in time.

In the course of Music Therapy, Receptive Music Therapy can be used for patients with anxiety disorders. The patient's mood can be stabilized and quieted by playing hypnotic music. Then anxiety-type music can be played to mobilize the patient's anxiety, so that it can find the cause of anxiety and guide the patient to be treated. After repeated training, the subject can gradually control his emotions, thereby inhibiting the generation of anxiety, and finally

achieving the goal of psychotherapy (Golden et al. 2022).

RESULTS

SPSS22.0 was used to perform Spearman bivariate correlation analysis on the data of the experimental group and the control group before treatment. According to the test results, $P = 0.720 > 0.05$, and there was no correlation between the data between the two groups. The S-AI and T-AI scores of the experimental group and the control group were tested before the treatment, after five weeks of treatment, and after ten weeks of treatment. The mean values are shown in Table 1.

Table 1. S-AI and T-AI data statistics

	Before the treatment		After five weeks of treatment		After ten weeks of treatment	
	Control group	Experimental group	Control group	Experimental group	Control group	Experimental group
S-AI	56.98	56.29	55.89	45.63	54.23	39.56
T-AI	49.32	48.95	50.23	44.36	50.12	39.52

The test-retest reliability test results of the State-Trait Anxiety Scale showed that the stability of the T-AI test was relatively high, and the T-AI data was selected as the observation data. The data of the two groups were tested by *t*-test, and the test results are shown in Table 2. *t*-test was performed on the data

of the experimental group before treatment and after five weeks of treatment, and *t*-test was performed on the data of the control group. Similarly, the data of each group after five weeks of treatment and after ten weeks of treatment were tested, and the results are shown in the Table 3 and Table 4.

Table 2. *t*-test result for T-AI data

	M	S	95% CI		<i>t</i>	<i>df</i>	<i>P</i>
			Lower	Upper			
After five weeks of treatment	6.015	0.424	5.872	6.159	85.037	35.000	0.000
After ten weeks of treatment	10.647	0.389	10.515	10.778	164.102	35.000	0.000

Table 3. *t*-test result of T-AI data before treatment and after five weeks of treatment

	M	S	95% CI		<i>t</i>	<i>df</i>	<i>P</i>
			Lower	Upper			
Control group	-0.963	0.428	-1.108	-0.818	-13.508	35.000	0.060
Experimental group	4.585	0.485	4.421	4.749	56.742	35.000	0.000

Table 4. *t*-test of T-AI data after five weeks of treatment and after ten weeks of treatment

	M	S	95% CI		<i>t</i>	<i>df</i>	<i>P</i>
			Lower	Upper			
Control group	0.121	0.413	-0.019	0.261	1.761	35.000	0.087
Experimental group	4.753	0.401	4.617	4.888	71.155	35.000	0.000

The results of this study (From Table 2 to Table 4) showed that after 10 weeks of Music Therapy in patients with generalized anxiety disorders, the quality of life and anxiety symptoms of the patients were

significantly improved. Compared with the control group, after excluding the influence of conventional psychiatric treatment, the STAI total score of the experimental group was higher than that of the control

group after five weeks of treatment ($t = 85.037$, $P < 0.001$), and was significantly higher than that of the control group after ten weeks of treatment ($t = 164.102$, $P < 0.001$). It shows that Music Therapy improves the patients' physical conditions such as sleep and energy, eating, movement and feeling. It can also relieve the patients' psychological pressure, reduce anxiety and depression and other negative emotions, and experience more positive emotions such as happiness in life. Furthermore, it improves patients' cognitive function and self-esteem (Gold et al. 2017). After five weeks of treatment, the STAI score of the experimental group decreased significantly compared with that before treatment ($t = 56.742$, $P < 0.001$). After ten weeks of treatment, the STAI score of the experimental group was still significantly lower than that after five weeks of treatment ($t = 71.155$, $P < 0.001$), indicating that the long-term healing effect of music therapy was good. The STAI test results of the control group after five weeks of treatment were $t = -13.508$, $P > 0.05$, and the STAI test results of the control group after ten weeks of treatment were $t = 1.761$, $P > 0.05$. The results of the two groups were in line with the experimental expectations.

CONCLUSIONS

This study demonstrates that Music Therapy is effective in short and medium-term (within ten weeks) treatment for patients with anxiety disorders. Music Therapy has neither pain suffering nor adverse reactions with a low cost. It is simple and easy to implement, while improving the patient's interpersonal skills, work and study efficiency, and leisure and entertainment life satisfaction. At the same time, it makes patients more willing to help and easier to integrate into the society and family. It deserves more promotion in the treatment of patients with generalized anxiety disorders (Golden et al. 2021). In addition, music can also have a greater impact on people's emotions. In the process of Music Therapy, there is also a situation where the subject's mood suddenly loses control. The subject who has mental health problems cannot effectively control their emotions. The therapist needs to gradually awaken the subject's emotions and choose the appropriate treatment modality to maintain the effectiveness of the treatment process (Orjasaeter et al. 2017).

In addition to the Receptive Music Therapy used in this study, other mainstream music therapies include Participatory Music Therapy and Improvisational Music Therapy (Gavrielidou & Odell-Miller 2017). Patients in Participatory Music Therapy do not need to have specialized musical training or have any musical skills, so it does not matter whether the music played or sung is good or bad (Rahman et al. 2021). Likewise, the learning of musical skills, depending on the therapeutic purpose, may or may not be musically oriented. The instruments used in Improvisational

Music Therapy are mostly simple, rhythmic and melodic percussion instruments that can be played without training, such as various drums, xylophones, triangles, etc. The therapist often plays with the piano or guitar. In the group improvisation, the patients are instructed to sit in a circle, with various musical instruments placed in the middle of the circle, allowing the patients to try one by one and choose their musical instruments freely. The patient's choice of instrument reflects his personality, his role in interpersonal relationships, and the position he is prepared to occupy in this performance. The performance often starts by a volunteer, and other members can join the performance at any time, or even not participate in playing. Therapist may decide to participate or not to participate depending on the purpose of the treatment, while in most cases they do (Gold et al. 2017). In the individual therapy of improvisation, the main purpose of therapy is to establish a good doctor-patient relationship that patients can rely on, and to help patients express and vent their emotions through spontaneous and casual performances. Improvisation can be themed, that is, the patient first decides a theme, and then everyone performs according to their own understanding. Or it can be unthemed, that is, to follow a completely free style to play (McFerran & Saarikallio 2014). The results of improvisation may be harmonious or disorganized, reflecting the interpersonal state of the entire treatment group. In most cases, the treatment model has three steps, i.e., harmony, disorder, and new harmony (Cohen & Bodner 2019). When therapists use Music Therapy methods for mental health treatment, they need to formulate coping plans and programs in advance, so that the work of music therapy can be carried out in an orderly way.

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Junhui Zhao: wrote original draft, participated in literature search and analyses, evaluations and manuscript preparation, as well as wrote the paper.

Peng Gao: conceived and designed the manuscript, interpreted the data, and participated in project administration including resources, software, validation, visualization, conceptualization, investigation and methodology.

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RESEARCH ON THE ANXIETY RELIEF OF COLLEGE STUDENTS BY MUSIC THERAPY

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SUMMARY

Background: Stress is an important psychosocial factor influencing college students during their university education, while anxiety and depression are the common consequent mental health disorders. Music can affect our emotions. When people are in different moods, the content and emotions they perceive from music vary significantly. There are numerous cases of music therapy for anxiety or depression abroad. However, in China, relevant clinical practice or specific research is still quite scarce. Therefore, this study analyzes the efficacy of music therapy.

Subjects and methods: All 34 subjects were tested before the experiment, and their SAS standard score and GSES total scale score were recorded. After music therapy of one month and a half, their SAS standard score and GSES total scale score were retested and recorded respectively. Descriptive statistics and correlation analysis were conducted with statistical tools.

Results: After half a month's music therapy, the subjects' SAS standard score decreased ($t = 9.027, P < 0.001$), and the GSES total scale score increased ($t = -8.047, P < 0.001$). After one month's music therapy, the SAS standard score of the subjects continued to decline ($t = 7.985, P < 0.001$), and the GSES total scale score continued to rise ($t = -6.889, P < 0.001$). The average SAS standard score of the students decreased to 57.373, which reached the level of mild anxiety. The average GSES total scale score increased to 2.267, which was significantly higher than before treatment.

Conclusions: Music therapy has a good effect on relieving students' anxiety and increasing self-efficacy, which is worthy of publicity and promotion. Self-efficacy is negatively correlated with symptoms such as anxiety and depression. Compared with male students, female students are more vulnerable to anxiety. Psychological counseling departments in colleges and universities should pay more attention to the psychological problems of female students.

Key words: music therapy - anxiety disorder - college students - education - self-efficacy

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INTRODUCTION

In general, higher education places high demands on student performance, which can lead to excessive stress, anxiety, and even depression and negatively impact their academic performance and personal well-being (Shah & Pol 2020). According to the National Education Statistics of the United States, 70% of new adults in North America have received higher education. Based on this, a statistical survey of individuals with life-long mental illness finds that three-quarters of mental illness occurs before the end of higher education (Prevatt et al. 2015). Mental health problems in students can lead to severe impairment of psychological, social, and emotional functioning, and then increase the risk of dropout, lower educational attainment, and suicidal behavior. In the educational process, stress is an important psychosocial factor for students, while anxiety and depression are common consequent mental health disorders. Music can affect our emotions. Anxiety and depression affect 20 % and 30 % of humans in their lifetime respectively, and they also bring high economic costs (Canu et al. 2017). Although mental health problems are very common among college students, few students receive professional help. In the first half of 2020, due to the COVID-19 epidemic, colleges and universities around the world adopted various network tools to carry out online teaching, and students received online education at home. During the

period of home study when it is impossible to return to school, factors such as the development trend of the COVID-19 pandemic and long-term interpersonal alienation have brought a significant psychological impact on college students. (Teeters et al. 2020). For students in school, the main external manifestations of mental health problems are anxiety and depression. How to understand the anxiety and depression of students and formulate effective strategies has positive significance for the management of students in colleges and universities (Bettmann et al. 2008).

According to domestic and foreign research and some physiological experimental reports, music therapy has a positive effect on the improvement of anxiety and depression symptoms. Specifically, music therapy has physical, psychological, and physiological effects. Physical effect means that through the stimulation of music, the human brain can receive the signal transmitted by the music to generate a sense of excitement and inhibit adjacent pain centers. The improvement of excitement can realize the regulation and control of the body and eliminate physical fatigue (Raglio et al. 2011). The main manifestation of the psychological effect is that the subject can have a deeper understanding of the objective world and establish a correct outlook towards the world, human life, and values through music psychotherapy (Aalbers et al. 2017). At the same time, music can also affect human emotions. Different moods lead to obvious

changes in human responses and emotions to music. The results of physiological effects are more complicated, and they are as follows. First, musical stimulation can affect the release of certain brain transmitters such as acetylcholine and norepinephrine, thereby improving cerebral cortex function (Lauzon 2020). Second, the ventral hypothalamus, limbic system, and brainstem reticular structures are closely related to the autonomic nervous system and are also the controllers of the activities of human internal organs and endocrine glands. Therefore, emotional tension can directly lead to the pathological changes of some internal organs and thus result in mental illness. Music can directly act on the emotional centers of the human brain, such as the hypothalamus and limbic system. It can regulate human emotions and relieve the above symptoms (Gooding & Springer 2020). Third, the auditory center and the pain center are in the temporal lobe of the brain. Music stimulates the auditory center and has an interactive inhibitory effect on pain. At the same time, music can also increase the concentration of pituitary enkephalins, and enkephalins can inhibit pain. Therefore, music has an analgesic effect (Gallagher et al. 2018).

There are numerous studies on music therapy abroad. But in China, clinical practice or specific research related to it is still quite rare. This study selects individuals suffering from anxiety among college students to analyze and study the effect of music therapy.

SUBJECTS AND METHODS

Subjects

The method of field investigation is adopted. In November 2021, 34 students suffering from anxiety disorders from a university in Zhejiang were selected as the research objects. Among them, there were 17 boys (50%) and 17 girls (50%). All students participated in the experiment voluntarily. They were informed and consented to the background and protocol of the experiment.

Tool

Self-rating Anxiety Scale (SAS)

Self-rating Anxiety Scale is compiled by William W.K. Zung. Foreign studies believe that SAS can better reflect the subjective feelings of patients with anxiety tendencies. Anxiety is a common mood disorder in psychological counseling clinics, so SAS has become a commonly used evaluation tool to understand anxiety symptoms in recent years (Dunstan & Scott, 2020).

SAS uses a 4-level score, which mainly evaluates the frequency of symptom occurrence. Its standard is: "1" means no or rarely; "2" means sometimes; "3" indicates most of the time; "4" means almost all of the time. The main statistical index of SAS is the total score. After the evaluation, the scores of 20 items are added together and then multiplied by 1.25 to obtain the

integer part as the standard score. The same calculation can be referred to as the "rough score standard score conversion table". The higher the standard score, the more serious the symptoms. According to the Chinese Norm, the cut-off value of SAS standard score is 50 points, of which 50-59 is mild anxiety, 60-69 is moderate anxiety, and over 70 is severe anxiety (Olatunji et al. 2006).

General Self-Efficacy Scale (GSES)

Self-efficacy is a core concept in Bandura's theory of social cognition. Self-efficacy is different from outcome expectations which refers to individuals' perceptions of the consequences of their actions. But self-efficacy refers to individuals' control or dominance over their actions (Schutte & Malouff 2016). According to Bandura's theory, people with different self-efficacy feel, think, and act differently. In thinking, self-efficacy promotes cognitive processes and performance in a variety of contexts, including decision-making quality and academic achievement. Self-efficacy can strengthen or weaken an individual's level of motivation. Those with high GSES values would choose more challenging tasks. They may set higher goals and stick to them. Once started, those with high self-efficacy put in more effort and persist for longer. They can quickly recover from setbacks. According to the previous research, self-efficacy is often associated with depression, anxiety, and helplessness (De las Cuevas & Penate 2015).

GSES has a total of 10 items, which are in the form of a 4-point Likert scale. Each item is scored from 1 to 4. For each item, the subjects should answer with "completely incorrect", "somewhat correct", "mostly correct" or "exactly correct" according to their actual situation. GSES is a one-dimensional quantity without a subscale. So only the total scale scores are counted. All scores for all 10 items are added together and divided by 10 to get the total scale score. The Chinese version of the GSES has good reliability and validity, with an internal consistency coefficient of 0.87. Its retest reliability at a one-week interval was 0.83. In terms of validity, the correlation between the 10 items of GSES and the total scale score is between 0.60 and 0.77 (Nel & Boshoff 2016).

Statistical process

Descriptive statistics and correlation analysis are performed on the data of this study with SPSS19.0, including independent sample *t*-test, single-factor ANOVA test, and paired sample *t*-test.

RESULTS

Before the experiment, all 34 subjects were tested, and the SAS standard score and the GSES total scale score were recorded. After half a month and one month of music therapy, the SAS standard score and the GSES total scale were tested and recorded again. Statistical

tools were used for data analysis.

During the experiment, the music therapy adopted follows the following three principles:

(1) Principle of systematization. Music therapy requires that music should be played step by step according to the psychological characteristics of the subject. The choice of music should be gradual. For example, music for sadness can be divided into mild, moderate, and severe. The choice starts with mild music and gradually changed into moderate music. The volume should also be gradually increased for the gradual adaptation of subjects.

(2) Principles of learning and inspiration. In the course of music therapy, explanation and guidance are necessary for clients who do not understand music, including the related background and the artistic

conception. Before treatment, subjects can try listening to a piece of music first and appreciate its artistic conception. If the subjects cannot understand the mood of the music, the psychotherapist should provide some explanations to help them understand the meaning of the music.

(3) Principle of Experience. During music therapy, subjects are instructed to experience their own emotions or feelings according to the musical atmosphere.

The subjects are divided into two groups based on gender. According to the experimental data, the independent sample *t*-test is performed on the SAS standard scores of the different gender subjects. Also, the one-way ANOVA test is performed on the GSES total scale scores of the different gender subjects. The results are shown in Table 1 and Table 2.

Table 1. SAS standard *t*-test with independent samples

	<i>t</i>	<i>df</i>	<i>P</i>	Mean difference	Std. error difference	95% CI	
						Lower	Upper
Value	-4.834	32	0.000	-5.117	1.058	-7.273	-2.961

Table 2. GSES total table is tested by single-factor ANOVA

	Sum of squares	<i>df</i>	Mean-square	<i>F</i>	<i>P</i>
Between groups	2.226	1	2.226	23.370	0.000
Within groups	3.048	32	0.095	-	-
Total	5.274	33	-	-	-

According to Table 1 and Table 2, among the 34 test samples in this experiment, there is a significant difference between male and female SAS standard scores ($t = -4.834, P < 0.001$). At the same time, there is also a significant difference between male and female GSES total scores ($F = 23.370, P < 0.001$). This result indicates that, among the participants in this experiment, females generally have higher levels of anxiety than men, and generally had lower self-efficacy and higher levels of in-confidence. To verify whether there is a connection between anxiety level and self-efficacy, a bivariate correlation test is performed on SAS and GSES data, and the results are shown in Table 3.

According to Spearman's Rho test result, SAS standard score is negatively correlated with GSES total score at 0.01 level ($P < 0.001$). This indicates that the higher the level of anxiety, the lower the level of self-

efficacy. Paired sample *t*-test is firstly performed on SAS standard scores before the experiment and half a month after, and secondly on SAS standard scores half a month after the experiment and one month after. GSES scores of each experiment are subjected to the same statistical test. The results are shown in Table 4, and the statistical results are shown in Table 5.

Table 3. Bivariate correlation test

		SAS	GSES
Spearman's rho	Correlation coefficient	1.000	-0.944**
	Sig. (2-tailed)	-	0.000
	N	34	34

Note: ** means that correlation is significant at the 0.01 level (2-tailed).

Table 4. *t*-test results of paired samples

	Mean	Std. deviation	Std. error mean	95% CI		<i>t</i>	<i>df</i>	<i>p</i>
				Lower	Upper			
SAS 1-SAS 2	2.265	1.463	0.251	1.754	2.775	9.027	33.000	0.000
SAS 2-SAS 3	2.088	1.525	0.262	1.556	2.620	7.985	33.000	0.000
GSES 1-GSES 2	-0.236	0.156	0.035	-0.278	-0.175	-8.047	33.000	0.000
GSES 2-GSES 3	-0.219	0.162	0.027	-0.262	-0.156	-6.889	33.000	0.000

Table 5. Descriptive statistics

	N	Minimum	Maximum	Mean	Std. deviation	Variance
SAS 1	34	55.00	69.00	61.676	3.997	15.983
SAS 2	34	52.00	68.00	59.411	4.397	19.340
SAS 3	34	50.00	66.00	57.323	4.456	19.862
GSES 1	34	1.10	2.50	1.832	.399	0.160
GSES 2	34	1.20	2.80	2.058	.439	0.193
GSES 3	34	1.40	3.00	2.267	.445	0.199

According to the paired sample *t*-test data, after half a month of music therapy, the SAS standard score of the subjects decreases ($t = 9.027, P < 0.001$), while the GSES total score increases ($t = -8.047, P < 0.001$). After one month of therapy, subjects' SAS standard scores continue to decrease ($t = 7.985, P < 0.001$) and their GSES total score continues to increase ($t = -6.889, P < 0.001$). According to the statistical data in Table 5, after one month of music therapy, the average SAS standard score of the students decreases to 57.373. It reaches the level of mild anxiety. The average total GSES score increased to 2.267, which is close to the normal level. The above data indicate that music therapy has a good effect on relieving students' anxiety and increasing their sense of self-efficacy.

CONCLUSION

This study shows that music therapy has a good effect on relieving students' anxiety and increasing their sense of self-efficacy. Music therapy has no side effects and is easy to operate. With these advantages, it is worth advocating and promoting. Studies have also shown that GSES is positively correlated with self-esteem and optimism, and negatively correlated with anxiety and depressive symptoms (Malinauskas 2017). Besides, the results of this study indicate that female students are more prone to anxiety than male students. During the epidemic period, female students may be more sensitive to the pressure of employment, education, and exams. Psychological counseling institutions in colleges and universities should pay more attention to the psychological problems of female students (Faize & Husain 2021). In addition, the results of this study show that although music therapy can relieve students' anxiety problems, the effect is limited. It is suggested to use it accompanied by other means of relieving anxiety, for example sports. The advantage of sports is that there are relatively no side effects, and it can also improve health, such as weight loss and blood pressure reduction. Studies have found that long-term physical exercise can promote the formation and extension of new blood vessels in the brain, thus improving the brain's ability to concentrate. Compared with those who do not exercise, exercisers have less psychological stress and are less prone to depression. Just 30 to 60 minutes of exercise can reduce psychological stress and 45 minutes of exercise is the optimal duration (Johnston 2021). At the same time, a higher frequency of exercise is not always a better choice. Regardless of the frequency of

exercise, 3 to 5 times per week is the best for optimal mental health (Herguner 2018).

In addition, students' anxiety currently is directly related to the epidemic in most cases. Therefore, colleges must improve the cultivation of students' independent thinking and discrimination ability, and issue in a prompt way clear official notices to avoid students falling into the trap of epidemic rumors (Feng 2021). Meanwhile, they should improve information transparency in terms of the popularization of sciences, the dispelling of rumors, and the release of official consultation in a timely manner. To prevent students from guessing and being confused with specious information, it is of great importance to properly and accurately interpret the official news related to COVID-19 pandemic for the improvement of their judgment and trust. Only by eradicating the spread of rumors can we better prevent the spread of panic and reduce the adverse effects of false news and rumors on students.

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THE INFLUENCE OF FOOTBALL EXERCISE ON THE REHABILITATION OF CHINESE COLLEGE STUDENTS WITH MENTAL ILLNESS

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SUMMARY

Introduction: With the development of society, people's life quality is gradually improved, which leads to increased social competition pressure. Meanwhile, undergraduate students are facing great pressure and serious mental health problems. Some college students' mental illness can be effectively treated by sports, which has been widely recognized by society. From the perspective of football, this study analyzes the specific impacts of football on the rehabilitation of college students' mental illnesses.

Subjects and methods: This paper selects students from a university in Liaoning Province, China as the research subjects. The subjects are randomly divided into two groups. The experimental group is given relaxation therapy, supplemented with football exercise. The control group is only given relaxation therapy. The SCL-90 scores of each group are re-tested every ten days. The paper adopts correlation analysis, variance analysis, regression analysis, and other research methods.

Results: Relaxation therapy positively affects the rehabilitation of college students' mental illness. Supplemented with football exercise, the rehabilitation effect is significantly improved. On the last time of the test, the arithmetic mean of SCL-90 scores in the experimental group is 162.42, which reaches the normal level. The results of the sample t-test show that the SCL-90 scores of the experimental group and the control group are significantly different at the level of 0.01 ($t = -3.933$, $P = 0.008 < 0.01$).

Conclusions: Football exercise has an important impact on the rehabilitation of patients with mental illness. The causes of mental illness among college students are complex. To alleviate this problem, schools and all sectors of society shall take relevant measures to play their guiding roles in this regard.

Key words: football exercise – sports - mental illness - college students – rehabilitation

* * * * *

INTRODUCTION

With the development of society, the eastern and western cultures converge and collide. The market is becoming more competitive, and the big era is coming with profound changes in ideas and lifestyles. Under the background and the joint effects of external and internal factors, college students' psychological development is facing various uncertainties. In addition, most contemporary college students are the only child in their families, with strong self-awareness, diversified thoughts, as well as complex and wayward reactions to external influences. Therefore, academics, employment, interpersonal communication, love, and family pressure may all become the main factors that induce mental illness among college students (Sabourin et al. 2019). According to a survey by the World Health Organization, a quarter of college students in China admit that they have suffered from mental illnesses including depression. Therefore, it is particularly important to prevent and intervene in mental illness among college students (Yang et al. 2018).

Existing psychological experiments show that the information between the human brain and muscles is bidirectionally transmitted. Nerve excitation can be transmitted from brain to muscles, and from muscles to brain. When the human body is active, the motor system transmits impulses to the central brain, affecting the excitability of the brain, thereby controlling emotional changes. The more activities there are in the motor

system, the more nerve excitation it transmits, and the emotion will be soaring (Wu et al. 2015). Otherwise, the emotion will be down. People's emotions can be effectively adjusted by physical exercises. (Ramzi & Besharat 2010). Psychologist Chen Zhonggeng reckons that social support and sports are the two most prominent factors, factors that have been found to reduce the incidence of psychological stress in an individual's life. Compared with people who are accustomed to sitting, people who exercise regularly have fewer physical stress responses. If there is any, he or she can recover from it as soon as possible (Zhou et al. 2021). A study from The Lancet also points out that compared with people who do not exercise, people who exercise regularly have less psychological stress and are less likely to become depressed. Among various sports, the team sport, like football, is the most effective way in reducing psychological stress, the second is cycling, and the third is cardio or gym exercise (Chekroud et al. 2018).

Football is a form of sport with a strong collective nature. In the whole process of the game, all players participate in the sport, with common interests and goals. Only through effective cooperation among all players, can they win the game. (Sullivan et al. 2019). The success of a team is directly related to all players, which can cultivate students' sense of teamwork, responsibility, and competition. The basic characteristics of football are as follows. The exercise

intensity is high. Players need to move fast, their whole body is in a high degree of excitement, and their muscles will contract faster. And during the exercise, the brain can enhance nerve impulses, promote the secretion of dopamine in the body to make people feel happy and emotional. Therefore, football has a remarkable effect on the regulation of psychological disorders and the alleviation of mental illness (Eganov et al. 2018). At present, the impact of football on college students' mental illness still lacks research through experimental comparison and mathematical statistics, not specific and standardized. This paper, based on statistical tools, studies the relationship between mental health and football with the use of correlation analysis, variance analysis, regression analysis, and other methods.

SUBJECTS AND METHODS

Research object

This paper selects students from a university in Liaoning Province as the research subjects. The study is carried out through online questionnaires. A total of 2,000 questionnaires are distributed, and 1,850 questionnaires are collected. Among those, 1,705 valid questionnaires are obtained, with an effective rate of 92.2%, excluding those whose answer time is less than 150 seconds and whose option similarity is more than 80%. All the students surveyed are informed and consented to the research background, research plan, questionnaire content, and other information.

Research tools

This study uses the Questionnaire Star to conduct an online questionnaire survey. The SCL-90 is used to test the psychological status of subjects, and SPSS26.0 is used for data analysis.

The SCL-90, also known as the Symptom Self-Rating Scale or Hopkin's Symptom Checklist, is compiled in 1975 by L.R. Derogatis. The scale comprises a wide range of psychiatric symptoms, a total of 90 items, including feeling, emotion, thought, consciousness, behavior, living habits, interpersonal relationships, diet, sleep, etc. 10 factors in this scale is used to reflect 10 aspects of psychological symptoms. According to the national norm results, if the total score of SCL-90 exceeds 160, the number of positive items exceeds 43, or any factor score exceeds 2, further examination is required.

Research proposal

In statistics and analysis, this study selects research subjects whose two or more factors with scores greater than 3 and a total score greater than 220 in the questionnaire. A total of 56 subjects are randomly divided into two groups, including 28 subjects in the experimental group and 28 in the control group. The experimental group is given relaxation therapy, supplemented with football. The control group is only given relaxation therapy. SCL-90 scores of each group are re-tested every ten days, and data is recorded and analyzed.

RESULTS

The scores of ten factors, including somatization, compulsion, interpersonal relationship, depression, anxiety, hostility, terror, paranoia, psychosis, and additional factors, are counted among students who participated in the questionnaire survey. Factor items with a score greater than 2 are selected, counted, and recorded. The overall distribution of factors is shown in Figure 1.

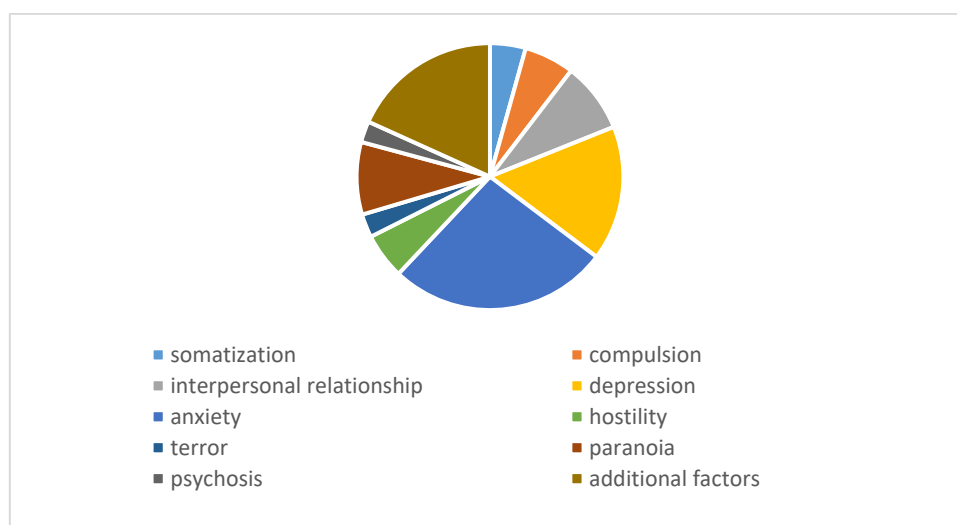


Figure 1. SCL-90 factor distribution

A single factor with a score greater than 2 indicates that there may exist mental illness, and further analysis

is required. According to Figure 1, among the single factors with a score greater than 2, anxiety, depression

and additional factors account for far more than other items. Anxiety refers to the unpleasant and complex emotional states, such as tension, anxiety, worry, annoyance, etc., which may result from an individual when he or she faces an imminent and possible danger or threat (Christy 2021). Nowadays, depression is the most common mental illness, with continuous and long-term low mood as the main clinical feature. Other symptoms include slow thinking, decreased volitional activity, cognitive impairment, and somatic symptoms (Dalky & Gharaibeh 2019). Additional factors mainly reflect the sleep and diet condition of subjects. Symptoms such as anxiety and depression may affect subjects' sleep quality. Anxiety, depression, and additional factors are the three main mental illnesses of current college students. The three main items are interrelated and cross-influenced, which is consistent with current research results at home and abroad

(Karatekin 2018).

Individuals whose two or more factors with scores greater than 3 and a total score greater than 220 in the questionnaire are selected as research subjects. 56 subjects are finally screened, including 30 males and 26 females, and are randomly divided into two groups, with 28 subjects in the experimental group and 28 in the control group.

The experimental group is given relaxation therapy, supplemented with football exercise, 30-60 minutes per day and 3-5 times per week. The control group is only given relaxation therapy. The SCL-90 scores of each group are retested every ten days, and data is recorded seven times a total.

In this experiment, $n_1=n_2=28$. According to the Grubbs criterion, the original data is sorted and the abnormal data is eliminated. The arithmetic mean of each group is shown in Table 1.

Table 1. The arithmetic mean of SCL-90 scores

	1st time	2nd time	3rd time	4th time	5th time	6th time	7th time
Experimental group	236.15	230.49	210.56	198.22	176.01	165.12	162.42
Control group	238.88	235.59	230.46	221.39	214.99	208.18	201.45

SPSS26.0 is used to perform statistical analysis on the data of each group. The results of the one-way ANOVA test from the control group and the

experimental group in the 1st test (without relaxation therapy or physical therapy) are shown in Table 2.

Table 2. One-way ANOVA test of control group & experimental group

	Sum of squares	df	Mean Square	F	Sig.
Between groups	2.474	1	2.474	1.286	0.262
Within groups	103.886	54	1.924	-	-
Total	106.359	55	-	-	-

According to the *F* test data in Table 2, in the 1st test, there is no significant difference in SCL-90 scores between the experimental group and the control group ($F = 1.286, P = 0.262 > 0.05$), which was in line with the experimental expectation. Linear analysis is performed on the 7th test data between the experimental group and the control group, respectively. The fitting degree analysis of the two groups is shown in Table 3 and Table 4.

According to Table 3 and Table 4, $R_1^2=0.971$, $DW_1=1.954$, the linear fitting degree of the experimental group's data to the time variable is good.

$R_2^2=0.990$, $DW_2=1.570$, the linear fitting degree of the control group data to the time variable is good. SPSS26.0 is used to linearly fit the data of two groups respectively. The *t*-test is performed on paired samples. The results are shown in Table 5.

According to the *t*-test results of paired samples, the SCL-90 scores of the two groups are significantly different at the level of 0.01 ($t = -3.933, P = 0.008 < 0.01$). According to the SPSS fitting results, $B_1=-13.803$, $B_2=-6.521$, the SCL-90 scores of the experimental group decreased significantly.

Table 3. Experimental group model data

	R	R square	Adjusted R square	Std. error of the estimate	Durbin-watson
Value	0.986	0.971	0.966	5.61831	1.954

Table 4. Control group model data

	R	R square	Adjusted R square	Std. error of the estimate	Durbin-watson
Value	0.995	0.990	0.988	1.55638	1.570

Table 5. Paired sample *t*-test between the experimental group and the control group

	Mean	Std. Deviation	Std. Error Mean	95% CI		<i>t</i>	Sig. (2-tailed)
				Lower	Upper		
Value	-24.56714	16.52501	6.24587	-39.85023	-9.28406	-3.933	0.008

CONCLUSION

According to the above research, anxiety and depression, and additional factors are three main mental illnesses that current college students are facing (Tahara et al. 2021). Relaxation therapy has a certain positive effect on treating college students' mental illness, but the therapeutic effect is limited. Therefore, only relying on this way can merely improve the status quo to some extent, while the mean score of SCL-90 among college students remains at a high level. By contrast, the therapeutic effect supplemented with football exercise can be improved significantly. According to the data, the therapeutic effect of 30-day relaxation supplemented with football exercise exceeds the effect of 60-day relaxation therapy only. Based on the results of variance and regression analysis as well as the questionnaire survey of students' daily status, it can be seen that football exercise has an important positive impact on people's mental health. It also has a significant effect to maintain mental health and to deal with psychological disorders from the perspectives of attitudes, behaviors, and skills (Gaiotto et al. 2021).

Due to the limitation on time and conditions, this study also has some shortcomings. For example, the SCL-90 scale measures a person's symptom in a certain period, which reflects a person's self-perceived psychological state at that time. It is easily affected by many factors, especially life events. If someone has a high score, we can only reckon that he or she may have some kind of psychological symptoms, not a mental illness or psychological disorder. The diagnosis of any mental illness or psychological disorder should take into consideration of a certain amount of time, instead of a short period (Wilkes et al. 2019). In addition, measurement errors exist especially in psychological measurement. When the subjects know that they participate in the experiment, they may be affected by the placebo effect or may develop psychological prevention. All these will affect the data collection in the Scale survey, leading to more errors (Adilay et al. 2018). Although strict data screening has been carried out in this study, relevant issues may not be avoided completely. The study hereby mentions it with hopes that other researchers can learn from the experience and avoid similar issues.

In the questionnaire survey of this study, a large number of students with mental illness are screened out, which reflects that current universities pay less attention to related problems. Therefore, to take what measures to improve the current conditions is an issue that needs the society to think over. Universities should carry out regular school-wide psychological counseling with

goals including adaptive counseling and developmental counseling. Adaptive counseling is mainly aimed at students with certain psychological and behavioral problems yet in physical and mental health. Psychological counseling should be carried out throughout the years of college students' campus life. Their physical and mental health needs constant attention, and support to help them adapt to different stages of university life and guide them to achieve self-development (Wong et al. 2021). Developmental counseling is aimed at all students, to help students improve their mental quality and their ability to adapt to the environment. Counseling should cover study, life, character cultivation, and career guidance by group counseling and individual counseling. Group counseling can take the form of psychological knowledge lectures, mental quality training activities, theme class meetings and team activities, salon dialogues, column counseling, etc. (Ma et al. 2020). In addition, Universities can also establish students' mental health files to make mental health education more targeted and effective. By doing so, universities can thoroughly understand the overall psychological status of students from the macro perspective, and accurately grasp the conditions of students with psychological disorders from the micro perspective, to track and control them to prevent accidents. The government should issue relevant policies to ensure the privacy and safety of college students with mental problems, to increase financial support and capital investment to mental hospitals and aid stations, and to provide care and assistance to college students with psychological disorders (Fu et al. 2021). Hospitals and scientific research institutes should strengthen the tracking and investigation of college students with mental illness, promote the research and development speed of drugs for mental illness, and improve the treatment techniques and methods in hospitals, to effectively help college students with mental illness to have a speedy recovery.

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RESEARCH ON THE INFLUENCE OF CONSUMER PSYCHOLOGY ON THE PROTECTION OF TRADEMARK LAW

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SUMMARY

Introduction: Nowadays, enterprises are facing unprecedented fierce competition. The market is evolving from seller monopoly to buyer monopoly. The era of consumer-led marketing has come. As the country pays more and more attention to intellectual property rights, the protection of trademark law has gradually raised the important agenda. Based on consumer psychology, this paper studies and designs the commodity protection law, which aims to urge producers and operators to ensure the quality of goods and services and protect the interests of consumers and producers and operators, not to promote the development of socialist market economy.

Subjects and methods: Starting from reality, this study adopts an interview questionnaire survey for consumers, through effective face-to-face interview, deeply understands consumers' cognition of trademark law protection, and carries out correlation analysis and multiple regression analysis between consumers' psychological factors and trademark law protection, so as to evaluate the impact of consumers' psychology on trademark law protection.

Results: The analysis results show that at the level of the basic situation of the survey samples, the proportion of men and women is basically the same, the age distribution is relatively uniform, the average monthly income is relatively balanced, the level of education is universal, and it is more reasonable to be included in the professional field. According to the basic characteristics of the survey sample, it is more in line with the main body of consumer research and representative, so as to ensure that the research results are as realistic as possible. At the correlation analysis level, the correlation coefficients of consumers' cognition, attitude, norms, consumption behavior tendency and purchase psychology are greater than 0.700. Consumers' cognition, attitude, norms, consumption behavior tendency and purchase psychology are positively correlated with trademark law protection. At the level of regression analysis, the regression analysis coefficients of consumers' age, gender, monthly income, occupation and education are greater than 0.400, which has a corresponding relationship with the protection of trademark law. At the same time, the regression analysis coefficients of consumers' cognition, attitude, norms, consumption behavior tendency and purchase psychology are greater than 0.700.

Conclusions: On the basis of previous studies, this study has made improvements and innovations, adopted a more careful experimental design and more accurate statistical methods, and carried out research on the impact of consumer psychology on trademark law protection, so as to evaluate the value and significance of consumer psychology in trademark law legislative protection. The conclusions include: consumer cognition, attitude, norms, consumer behavior tendency and purchase psychology are positively correlated with trademark law protection, the higher the degree of positive attitude and consumption intention of consumers, the better. Therefore, in the legislative protection of trademark law, we should fully consider the psychological factors of consumers, so as to strengthen trademark management, protect the exclusive right to use trademarks, urge producers and operators to ensure the quality of goods and services, protect the interests of consumers and producers and operators, and promote the development of the socialist market economy.

Key words: consumer - psychological factors - trademark law protection - correlation regression analysis

* * * * *

INTRODUCTION

Consumer psychology is a science that studies consumer behavior and is committed to exploring consumers' unique psychological phenomena and their development and change laws (Harman et al. 2020). According to the combination of consumer participation and commodity differences, consumer purchase mainly has four types: (1) complex purchase. It occurs when consumers first buy goods with high participation and great brand differences. Most consumers know little about these goods, but because they are expensive and durable consumer goods, they are very cautious in their choice before buying. It takes time to collect a lot of information, select and compare from multiple directions. This purchase decision is the most complex (Sett et al. 2020). (2) Harmonious

purchase. This happens when consumers buy goods with high participation but small brand differences. As long as the commodity prices of different brands are within the same level, there is little difference in quality and function, so there is no need to collect a lot of information or evaluate. The high degree of involvement is mainly due to high commodity prices or infrequent purchases. The focus of decision-making is whether to buy, what grade to buy, rather than what brand to buy, more concerned about whether to obtain price concessions, whether the purchase time and place are convenient, etc. (Dubé & Wen 2022). (3) Multi variety purchase. It occurs in commodities with large brand differences and low participation. Consumers often change the brand of the goods they buy, mainly because they try new things to avoid

monotonous randomness. Before purchasing such goods, consumers generally do not actively collect relevant information, but passively receive information through advertising and other publicity media. The evaluation of goods also occurs after purchase. Even if they feel good about the goods they buy, they may still change the brand at the next purchase (Saxena et al. 2021). (4) Habitual purchase. When consumers buy goods with low involvement and small brand differences, it is a habitual reaction behavior formed after multiple purchases. Consumers often buy fixed brands, not out of loyalty, but out of habit. When there is no such product on the shelf, consumers will not hesitate to buy another product that looks very similar (Mishra et al. 2020). Factors affecting consumers' purchase decision: (1) environmental factors such as cultural environment, social environment and economic environment; (2) price, quality, performance, style, service, advertising, purchase convenience and other stimulating factors; (3) personal and psychological factors of consumers. Personal factors include age, gender, occupation, economic status and personality. Among them, the psychological factors of consumers are also called black boxes, because they cannot be seen directly. Incentives start with enterprises and then enter into the black box of consumers. Through the psychological activity process of consumers, they become the decision-making output of purchase (Paulino et al. 2022). Psychological factors include: (1) motivation and willingness. Any purchase activity is dominated by a certain motivation, which comes from the internal motivation of consumers and reflects the physiological, psychological and emotional needs of consumers. (2) Feeling and perception. Two consumers with the same motivation will make different purchase decisions because of their different feelings and perceptions. (3) Learning and growth. Learning is a psychological process, a relatively lasting change in personal behavior caused by experience. It is a process in which consumers gradually gain and accumulate experience through use, practice or observation, and adjust their purchase behavior according to experience. Enterprises should create conditions to help consumers complete the learning process. (4) Beliefs and attitudes. Consumers form beliefs and attitudes in the process of purchasing and using goods, which will affect their future purchase behavior. It is better for enterprises to change their products to meet the existing attitude of consumers, rather than trying to change the attitude of consumers (Shen et al. 2021).

China's trademark law protects the exclusive right of trademark. The exclusive right to use a registered trademark is limited to the trademarks approved for registration and the goods approved for use. This is an important boundary to distinguish and judge whether infringement. "Approved registered trademark" refers to the visual signs registered by the trademark office. "Goods approved for use" refers to specific goods

approved and filed by the Trademark Office (Huang et al. 2021). The owner of a registered trademark has no right to change the constituent elements of the trademark or expand the scope of use of the trademark without authorization. Any use that does not involve the scope of trademark protection shall not be investigated as an infringement. Trademark infringement mainly includes two types: first, trademarks that are the same or similar to registered trademarks. Among them, similar trademarks refer to trademarks that are easy for consumers to mistakenly identify the source of goods or services in the font, pronunciation, meaning, composition and color of words or graphics, or the overall structure of words and graphics. Second, goods that are the same as or similar to those approved for use as registered trademarks. Similar goods refer to goods that are related or specifically related in terms of function, purpose, consumption object, sales channel, etc. If there is a specific connection between goods and services, the use of the same or similar trademarks may lead consumers to mistakenly recognize that they are goods or services provided by the same trademark registrant, and goods and services shall be regarded as similar. The types of trademarks protected by the trademark law are: first, commodity trademarks and service trademarks. This is divided according to different objects of trademarks. A commodity trademark is a sign indicating the source of a commodity, while a service trademark is a sign indicating the service of a service provider and distinguishing it from other services (Saxena et al. 2021). In China's trademark law, the provision of service trademark began in 1993, which means that the division of trademark use objects is more in line with reality, which confirms the necessity of using trademark in the field of service. Of course, this also shows that the expansion of the scope of trademark protection meets the needs of modern economy. Therefore, the trademark law stipulates: "if a natural person, legal person or other organization needs to obtain the exclusive right to use a trademark for the goods it produces, manufactures, processes, selects or distributes, it shall apply to the Trademark Office for the registration of a commodity trademark; if a natural person, legal person or other organization needs to obtain the exclusive right to use a trademark, it shall apply to the Trademark Office for the exclusive right to use a trademark. According to its provisions, it shall apply to the Trademark Office for the registration of a service trademark. These two legal provisions show that the biggest difference between commodity trademarks and service trademarks lies in the different objects of use. Second, collective trademarks and certification trademarks. This is divided according to the different purposes of trademark use. It is only incorporated into the legal provisions when the trademark law is revised for the second time: the term "collective trademark" as used in this Law refers to a

mark registered in the name of a group, association or other organization for use by members of the organization in commercial activities, indicating that the user is a member of the organization. The term “certification trademark” as used in this Law refers to an organization that can supervise a certain commodity or service and is used by units or individuals other than the organization to prove the origin, raw materials, manufacturing methods, quality or other marks of specific quality of the commodity or service. The purpose of using the two trademarks, that is, their respective characteristics, is determined by law and cannot be confused. Obviously, collective trademarks are only used by collective members, and non-collective members are not allowed to use them. However, the certified trademark cannot be used by the registrant himself, but only by others who meet certain conditions (Saxena R et al. 2021). In view of this, this paper launches the research and design of commodity protection law based on consumer psychology. Figure 1 shows the technical route of the research on the impact of consumer psychology on trademark law protection.

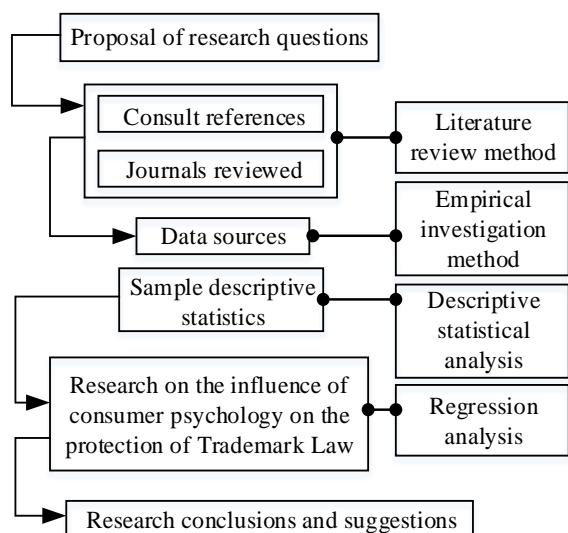


Figure 1. Technical route of research on the impact of consumer psychology on trademark law protection

SUBJECTS AND METHODS

Study setting

Nowadays, enterprises are facing unprecedented fierce competition. The market is evolving from seller monopoly to buyer monopoly. The era of consumer led marketing has come. In the buyer’s market, consumers will face more complex commodity and brand choices. This change makes contemporary consumer psychology present new characteristics and trends compared with the past. The psychological demand of consumers is endless, and the demand closely follows the previous demand; People’s different growth

experiences lead to the diversity of needs. The development of productive forces and changes in life will change the psychology of consumers and give them the characteristics of the times. In other words, the psychological activity of consumers is a complex thinking phenomenon, and various psychological factors affect and restrict each other. It should be pointed out that these tendencies are intertwined, and their manifestations are prominent in one aspect, weakened in the other, and change at any time. As the country pays more and more attention to intellectual property rights, as special trademark law, what are the provisions of China’s trademark law on the protection of trademarks? Article 13 of the Trademark Law of the people’s Republic of China stipulates that if a trademark applied for registration for the same or similar goods is a copy, imitation or translation of a well-known trademark not registered in China, which is easy to cause confusion, it shall not be registered and its use shall be prohibited. A trademark applied for registration on similar goods is a copy, imitation or translation of a well-known trademark registered in China, which misleads the public. If it damages the interests of the well-known trademark registrant, it will not be registered and its use is prohibited (Ainiwaer 2021). In view of this, this paper studies the impact of consumer psychological factors and trademark law protection.

Design

Starting from reality, this study adopts an interview questionnaire survey for consumers, through effective face-to-face interview, deeply understands consumers’ cognition of trademark law protection, and carries out correlation analysis and multiple regression analysis between consumers’ psychological factors and trademark law protection, so as to evaluate the impact of consumers’ psychology on trademark law protection. This survey questionnaire is divided into the basic situation of consumers, the cognition of trademark law protection, the attitude towards trademark law protection, and the normative awareness of trademark law protection, etc. based on this, the impact of consumer psychological factors and trademark law protection is studied and analyzed. The respondents mainly collected the basic information and individual characteristics of consumers, such as gender, income, education, occupation, etc., and conducted sample analysis from the perspective of demography. Specifically, 235 questionnaires were distributed, 230 were recovered and 223 were effective, reaching an effective rate of 94.89%. Table 1 shows the basic situation of the survey sample.

Table 2 shows the correlation analysis results between consumer psychological factors and trademark law protection.

Table 3 shows the regression analysis results of consumer psychological factors and trademark law

protection.

Table 1. Shows the basic information of the survey sample (n=223)

Sample characteristics	Index	Number of samples (n)	Proportion (%)
Gender	male	109	48.88
	female	114	52.12
Age	18-30	58	26.02
	31-40	64	28.69
	41-50	46	20.63
	Over 50	55	24.66
	1000-3000	82	36.77
Average monthly household income	3000-5000	76	34.08
	5000-8000	55	24.66
	Over 8000	10	4.49
Educational level	primary school and below	6	2.69
	junior high school	41	18.39
	high school	43	19.28
	diploma or undergraduate	102	45.73
	graduate or above	31	14.03
	enterprise staff	68	30.49
	scientific educational personnel	35	15.83
Occupation	individual merchant	19	8.52
	farmer	22	9.87
	student	47	21.08
	unemployed	25	11.21
	other	7	3.13
Total	-	223	100

Table 2. Correlation analysis results between consumer psychological factors and trademark law protection

Sample characteristics	Index	Pearson correlation coefficient	Sig.
Cognitive level	Objective cognition	0.688**	0.000
	Subjective cognition	0.734**	0.000
Attitude	Use attitude	0.717**	0.000
	Degree of trust	0.678**	0.000
Standard	Subjective norms	0.762**	0.000
	Moral norms	0.645**	0.000
Consumption behavior tendency	Conspicuous consumption	0.652**	0.000
	Economical consumption	0.527**	0.000
	Purchase intention	0.817**	0.000
Purchase psychology	Purchasing behavior	0.809**	0.000

Note: ** indicates a significant level above 0.01.

Table 3. Regression analysis of consumer psychological factors and trademark law protection

Model	Nonstandard regression coefficient		Standard regression coefficient	t	Sig.
	B	Standard deviation	Beta		

(Constant)	0.843	0.295	-	2.790	0.000
Cognitive level	0.789	0.054	0.759	2.147	0.000
Attitude	0.779	0.068	0.786	2.456	0.000
Standard	0.796	0.097	0.759	2.245	0.000
Consumption behavior tendency	0.778	0.077	0.786	2.146	0.000
Purchase psychology	0.796	0.065	0.759	2.347	0.000
Gender	0.546	0.074	0.459	2.789	0.000
Age	0.483	0.075	0.546	2.654	0.000
Average monthly household income	0.559	0.064	0.446	2.321	0.000
Educational level	0.486	0.073	0.487	2.479	0.000
Occupation	0.546	0.078	0.561	2.224	0.000

RESULTS

Basic information samples

As shown in Table 1, at the basic level of the survey sample, the proportion of men and women is basically the same, the age distribution is relatively uniform, the average monthly income is relatively balanced, the level of education is universal, and it is more reasonable to be included in the professional field. According to the basic characteristics of the survey sample, it is more in line with the main body of consumer research and representative, so as to ensure that the research results are as realistic as possible.

Correlation analysis results

As shown in Table 2, the correlation coefficients of consumers' cognition, attitude, norms, consumption behavior tendency and purchase psychology are greater than 0.700. Consumers' cognition, attitude, norms, consumption behavior tendency and purchase psychology are positively correlated with trademark law protection.

Regression analysis results

As shown in Table 3, the regression analysis coefficients of consumers' age, gender, monthly income, occupation and educational background are greater than 0.400, which has a corresponding relationship with the protection of trademark law. At the same time, the regression analysis coefficients of consumers' cognition, attitude, norms, consumption behavior tendency and purchase psychology are greater than 0.700.

DISCUSSION

At the level of strengthening trademark management. A trademark is a sign that distinguishes the source of goods or services. It is an intellectual achievement and belongs to the category of intellectual property rights. It needs to be protected by the state to

promote its healthy development. At the same time, there are a large number of trademarks in social and economic life. In order to ensure the normal function of trademarks and give full play to the positive role of trademarks in the modern economy, they need to be managed by the state. At the level of urging producers and operators to ensure the quality of goods and services. Providing qualified products to society is a social obligation undertaken by commodity producers, operators and service providers according to law. Trademark is an important symbol for people to distinguish the sources of different goods and services. It is not only an important factor for people to recognize and recognize a certain commodity or service, but also an important condition for consumers to buy a certain commodity or service. The trademark of goods or services is directly related to their quality. In order to protect the legitimate rights and interests of consumers and ensure the quality of goods and services, this paper will urge producers and operators to take ensuring the quality of goods and services as one of the legislative purposes of Trademark Law (Mieres et al. 2020). Therefore, the administrative departments for industry and commerce at all levels should stop cheating consumers through trademark administration. At the level of protecting the interests of consumers, producers and operators. Whether it is to strengthen trademark management, protect the exclusive right to use trademarks, or urge producers and operators to ensure the quality of goods and services and maintain the reputation of trademarks, one of its purposes is to safeguard the interests of consumers and producers and operators, so that their interests can be equally protected according to the law (Chen & Liu 2020). At the level of promoting the development of the socialist market economy. With the development of China's social economy, trademarks are playing a more and more important role in economic life. Giving full play to the role of the trademark system can better promote the development of the socialist market economy. Therefore, the fundamental purpose of formulating the trademark law is to promote the development of a socialist market

economy (Lee 2020).

Nowadays, enterprises are facing unprecedented fierce competition. The market is evolving from seller monopoly to buyer monopoly. The era of consumer-led marketing has come. This change makes contemporary consumer psychology present new characteristics and trends compared with the past. (1) Personalized consumption: with the development of the consumer goods market today, most products are abundant in quantity and variety, and initially have practical conditions. Consumers can choose and buy goods or services according to their psychological needs (Zhang 2020). In addition, they are not only able to make choices but also eager to make choices. They have more needs and changes. Gradually, consumers began to set their own standards. (2) Active consumption: under the trend of the increasingly detailed and specialized social division of labor, even when purchasing many daily necessities, most consumers lack sufficient professional knowledge to identify and evaluate products, but their psychological needs to obtain commodity-related information and knowledge have not disappeared, but are increasing day by day (Murbiantoro & Safa'at 2020). With the changes in consumption characteristics and consumer psychology in the new era, this paper studies the impact of consumer psychology on the protection of trademark law. The results show that the correlation coefficients of consumers' cognition, attitude, norm, consumption behavior tendency and purchase psychology are greater than 0.700, indicating that consumers' cognition, attitude, norm, consumption behavior tendency and purchase psychology are positively correlated with trademark law protection. At the same time, the regression analysis coefficients of consumers' cognition, attitude, norms, consumption behavior tendency and purchase psychology are greater than 0.700, indicating that the higher consumers' cognition, attitude, norms, consumption behavior tendency, and consumption intention, the better the protection of trademark law. Therefore, in the legislative protection of trademark law, we should fully consider the psychological factors of consumers, so as to strengthen trademark management, protect the exclusive right to use trademarks, urge producers and operators to ensure the quality of goods and services, protect the interests of consumers and producers and operators, and promote the development of the socialist market economy.

CONCLUSIONS

On the basis of previous studies, this study has made improvements and innovations, adopted more careful experimental design and more accurate statistical methods, and carried out research on the impact of consumer psychology on trademark law protection, so as to evaluate the value and significance of consumer psychology in trademark law legislative protection. The conclusions include: Consumer

cognition, attitude, norms, consumer behavior tendency and purchase psychology are positively correlated with trademark law protection. The higher the degree of positive attitude and consumption intention of consumers, the better. Therefore, in the legislative protection of trademark law, we should fully consider the psychological factors of consumers, so as to strengthen trademark management, protect the exclusive right to use trademarks, urge producers and operators to ensure the quality of goods and services, protect the interests of consumers and producers and operators, and promote the development of the socialist market economy.

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ANALYSIS OF TRANSLATION ANXIETY AND RELIEF METHODS OF TRANSLATORS

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SUMMARY

Background: In recent years, more and more international enterprises flood into China. The relevant English materials, websites, and software need translation and result in a huge market. Translators often encounter certain obstacles in the process of translation and feel psychological anxiety. It is very detrimental to the translations the translators' physical and mental health. This study investigates and analyzes the status quo and causes of translation anxiety of professional translators for appropriate solutions.

Subjects and methods: 55 professional translators from Henan Province participated in the experiment. The subjects were divided into five groups, with 11 people in each group. The four experimental groups adopted different methods to relieve translation anxiety respectively including physical therapy, music therapy, relaxation therapy, and positive behavior. The control group did not receive any treatment. SAS standard scores of each group were tested before and after the experiment, and SPSS 24.0 was used for data analysis.

Results: Physical therapy, music therapy, and relaxation therapy can significantly improve translation anxiety. Positive behavior also has a good effect on the improvement of translators' anxiety, but the significance level is lower than the above three methods ($t_4 = 4.923, P_4 < 0.01$).

Conclusions: In terms of relieving translation anxiety, physical therapy has the best effect. While regarding the stability of the effect, music therapy is the best. It is recommended to choose physical exercise or music therapy to relieve translation anxiety.

Key words: translators - anxiety - Chinese - English translation - relief methods

* * * * *

INTRODUCTION

In recent years, with the continuous development of economic globalization, the demand for information exchange has continued to increase. There are more and more demands of international companies for relevant translations of English materials, websites, and software. International trades, technical exchanges, and cultural exchanges have become more frequent. Such factors have formed a huge translation market (Muies et al. 2011). In 2012, the total global output value of translation was about 33.5 billion US dollars, of which Europe and North America accounted for the largest proportion of 49.38% and 34.85% respectively (Krajcso 2018). At the end of 2015, the translation market value was estimated at US \$ 47.3 billion, an increase of about 40% compared to 2012 (Chan & Liu 2013). In China, translation services also have the characteristics of high output value and high growth rate. According to *China Language Service Industry Development Report 2012* published by the China Translators Association and the China Translation Industry Development Strategy Research Institute, by the end of 2011, the total production value of translation services created in China is about 157.6 billion yuan. Based on the data provided by the China Translators Association, there are currently about 1.19 million translation professionals in China, and 29372 companies provide translation services.

Anxiety is characterized by excessive and persistent pressure and worries about daily trifles. It is spiritually

manifested as excessive worry and fear of uncertain events, including worries about family illnesses, mistakes at work, minor financial problems, relationships, etc. This is often called anticipatory anxiety with various contents. Anxiety can be accompanied by insomnia, dreaminess, difficulty in concentration, reduced work efficiency, irritability, restlessness, and other symptoms (Rudaizky & MacLeod 2014). Translation anxiety refers to the fear and behavior of translators during the conversion of two languages. It is one of the important factors affecting the emotional change of translators (Weiner et al. 2015). In the process of Chinese-English translation, translators may feel psychological anxiety due to some translation obstacles. This latent unhealthy state is extremely detrimental to translation activities and has serious adverse effects on translators' physical and mental health (Vieira 2020). This study investigates and analyzes the status quo and causes of translation anxiety of professional translators for appropriate solutions.

SUBJECTS AND METHODS

Survey method

In this study, the main factors causing anxiety in translators were collected through online questionnaires. A total of 3,000 questionnaires were distributed and 1,992 were recovered with a recovery rate of 66.4%. After the invalid questionnaires were excluded, there were 1,820 valid ones with an effective rate of 91.4%.

Invalid questionnaire: the answer time does not exceed 20 seconds, and the repeated choices exceed 80%.

Questionnaires

(1) How much anxiety does your current English language basic knowledge (vocabulary and grammar) cause in the translation process?

(2) How anxious does the background knowledge of the subject cause in translation?

(3) How much anxiety does your current language comprehension and expression ability cause in translation?

(4) How much anxiety do your basic translation skills cause in translation?

(5) Whether your technical mastery of translation tools have an impact on translation anxiety?

(6) How much anxiety does the social, cultural, and historical knowledge cause in translation?

(7) To what extent do translation strategic factors (planning, evaluation, and formulation steps) affect your psychological anxiety in translation?

(8) How do interest, attention, and curiosity affect translation anxiety?

(9) What is the impact of workload on translation anxiety?

(10) What is the impact of teamwork ability on translation anxiety?

The answers for each question are rated at five levels: "Very high", "High", "Average", "Low", and "Almost no impact".

Psychological scale

Self-rating Anxiety Scale (SAS), compiled by W.K. Zung, is a measure for anxiety assessment. It is a psychological scale used to measure the severity of anxiety and its changes in the course of treatment. At present, the scale has become one of the most commonly used psychological measurements by counselors, psychologists, and psychiatrists (Dunstan & Scott 2020).

SAS uses a 4-level scale, which mainly evaluates the frequency of symptom occurrence defined by the following criteria: "1" for seldom; "2" usually; "3" sometimes; "4" always ("1", "2", "3" and "4" refer to the score). The main statistical indicator of SAS is the total score. After self-evaluation of the subjects, the scores of the 20 items are added together and then multiply by 1.25 to get an integer. This integer would be the standard score. The same conversion can be referred to in the "rough score standard score conversion table". The higher the standard score, the more severe the symptoms (Olatunji et al. 2006). In general, an anxiety score below 50 is normal; 50 to 60 is mild, 61 to 70 is moderate, and over 70 is severe. The number of negative items indicates how many items the subjects do not respond to, and the number of positive items indicates how many items the subjects do respond

to (Ramirez & Lukenbill 2008).

Experiment design

Fifty-five professional translators from Henan Province participated in the experiment, including 26 males and 29 females. All subjects were informed and consented to the research background and research protocol. Fifty-five subjects were divided into five groups, with 11 in each group. The four experimental groups adopted different methods to relieve translation anxiety respectively including physical therapy, music therapy, relaxation therapy, and positive behavior. The control group did not receive any treatment. SAS standard scores of each group were tested before and after the experiment, and SPSS24.0 was used for data analysis.

Relief methods

Physical therapy studies have found that exercise can promote endocrine changes in human bodies. The brain produces substances called endorphins after exercise, and human mood is related to the number of endorphins secreted by the brain. (Bourbeau et al. 2020). Exercise can stimulate the secretion of endorphins. With certain exercise, the secretion of endorphins increases. Under the stimulation of endorphins, the human body and mind would be in a relaxed and happy state. Endorphins are therefore also known as "pleasure hormones". They can make humans happy and satisfied, and help to relieve stress and unhappiness. In this experiment, subjects take exercises 3-4 times a week for 40 minutes each time (Mircea 2013).

Music therapy is an emerging approach. Based on the theory and method of psychotherapy, music therapy is to enable the subjects to experience a variety of specially designed music appreciations with the joint participation of music therapists. Its purpose is to eliminate psychological barriers, restore or enhance physical and mental health (Matokhniuk et al. 2021). In this experiment, the method of pure listening therapy was adopted.

Relaxation training has a good anti-stress effect. In a relaxed state, sympathetic nerve activity is reduced, manifested as a decrease in systemic skeletal muscle tone. This refers to muscle relaxation, a slowdown in breathing rate and heart rate, a decrease in blood pressure, a feeling of warmth in the limbs, a clear mind, a relaxed and happy mood, and a comfortable feeling in the whole body. At the same time, it strengthens the active function of the parasympathetic nervous system and promotes the secretion of anabolism and related hormones. Through the regulation of nerve, endocrine, and autonomic nervous systems, relaxation therapy can affect all aspects of the body functions, so as to achieve the purpose of improving physical and mental health and preventing and curing diseases.

Active behavior. This method is not specific to psychological therapy but refers to the positive

behaviors that the translator completes the translation task through positive actions such as seeking help and strengthening communication with others.

RESULTS

The statistical results of translation anxiety factors of 1820 valid questionnaires are shown in Figure 1. It can be seen that three factors have the most serious impact on the anxiety of translators including the master of background knowledge related to the topic; knowledge of society, culture, and history; and the workload. Academic articles are often more difficult to translate, especially the professional terms and vocabulary (Kaspere & Motiejuniene 2021). In addition, translators without related backgrounds may find it difficult to understand the specialized knowledge and experimental methods involved. In such translations, translators may spend more time looking up related materials. Even so, it is difficult to ensure the professionalism of the translation. This situation can cause great psychological anxiety (LeBlanc 2017). Lack of knowledge about society, culture, and history is another problem in translation. It is difficult for translators to master the cultural and historical backgrounds in different countries, which leads to great psychological pressure when they meet relevant tasks. Finally, an excessive workload can cause great psychological stress for translators all the time. (Lopez et al. 2021).

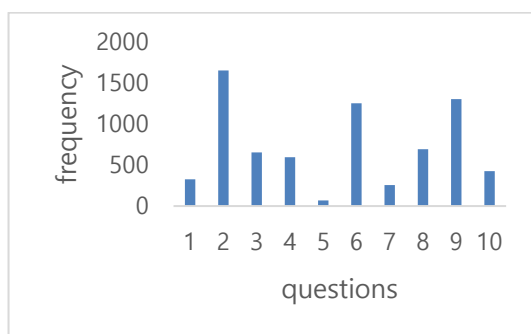


Figure 1. Results of translation anxiety factors among 1,820 professional translators

The translation tools and translation strategies at present rarely lead to translation anxiety. This shows that most translators can use network tools proficiently in their work. At the same time, most translators can complete the planning and evaluation of translation tasks.

Fifty-five subjects were divided into five groups, 11 in each group. The four methods of physical therapy, music therapy, relaxation therapy, and positive behavior were used to relieve translation anxiety. The control group did not do any treatment.

Fifty-five subjects were divided into five groups, with 11 in each group. The four experimental groups adopted different methods to relieve translation anxiety respectively including physical therapy, music therapy, relaxation therapy, and positive behavior. The control group did not receive any treatment. SAS standard scores of each group were tested before and after the one-month experiment, and SPSS24.0 was used for data analysis. The data descriptive statistics of each group before and after the experiment are shown in Table 1, and the *t*-test results of each group before and after the experiment are shown in Table 2.

According to the data in the tables, physical therapy, music therapy, and relaxation therapy can significantly improve the translator's translation anxiety ($t_1 = 15.849, P_1 < 0.001; t_2 = 16.193, P_2 < 0.001; t_3 = 10.674, P_3 < 0.001$). Positive behavior also has a good effect on the improvement of translator anxiety, but the significance level is lower than the above three therapies ($t_4 = 4.923, P_4 < 0.01$). There is no significant difference between the translators in the control group after the experiment ($t_5 = 0.083, P_5 > 0.05$). According to Table 2, it can be seen that $M_1 > M_2 > M_4 > M_3, S_4 > S_1 > S_3 > S_2$. This shows that physical therapy has the best effect on the relief of translation anxiety. Its SAS standard score tested after the experiment is significantly larger Lower, followed by music therapy. Positive behavior and relaxation therapy come third and fourth. In terms of the stability of efficacy, music therapy is the best, physical therapy, relaxation therapy, positive action is the second, third and fourth respectively.

Table 1. Descriptive statistics of each group before and after the experiment

		Minimum	Maximum	Mean	Std. deviation	Variance
Physical therapy	Before the experiment	56	70	62.73 ± 1.81	6.002	36.018
	After the experiment	42	62	51.36 ± 2.16	7.173	51.455
Music therapy	Before the experiment	59	72	66.27 ± 1.21	4.027	16.218
	After the experiment	49	65	59.09 ± 1.48	4.908	24.091
Relaxation therapy	Before the experiment	56	72	64.64 ± 1.70	5.626	31.655
	After the experiment	51	66	59.18 ± 1.59	5.269	27.764
Positive behavior	Before the experiment	55	75	65.36 ± 2.13	7.061	49.855
	After the experiment	45	73	59.55 ± 2.72	9.015	81.273
Control group	Before the experiment	57	75	63.73 ± 1.81	6.002	36.018
	After the experiment	58	74	63.67 ± 1.77	5.884	34.618

Table 2. *t*-test results of each group

	M	Std. deviation	Std. error mean	95% CI		<i>t</i>	Sig. (2-tailed)
				Lower	Upper		
Physical therapy	11.364	2.378	0.717	9.766	12.961	15.849	0.000
Music therapy	7.182	1.471	0.444	6.194	8.170	16.193	0.000
Relaxation therapy	5.455	1.695	0.511	4.316	6.593	10.674	0.000
Positive behavior	5.818	3.920	1.182	3.185	8.451	4.923	0.001
Control group	0.061	1.183	0.357	-0.776	0.795	0.083	0.923

CONCLUSIONS

According to the data, item 2 (the background knowledge of the subject), item 6 (the social, cultural, and historical knowledge), and item 9 (workload) have the most serious impact on the anxiety of translators. Currently, the translation tools and translation strategies seldom lead to translation anxiety (Zou 2015). Translators' basic English language knowledge, language understanding and expression ability, basic translation skills, teamwork ability, attention and curiosity, and other related abilities may cause different effects on translation anxiety (Martiny et al. 2011).

In the experiment, physical therapy, music therapy, relaxation therapy, and positive behavior all show a certain degree of anxiety relief effect. Among the four methods, physical therapy relieves anxiety most obviously. After the experiment, the mean value of the SAS standard score in the experimental group is reduced to 51.36 ± 2.16 . Its experimental individuals generally return to a state of no anxiety or mild anxiety. The related effect of relaxation therapy is relatively weak. After the experiment, the mean value of the SAS standard score of the experimental group was reduced to 59.18 ± 1.59 . Meanwhile, music therapy has the most stable effect, and positive behavior has the worst stability. This indicates that some translators can solve anxiety problems better by seeking help and other means, while some translators are not good at this method. The individual differences are large. Taking the experimental results into consideration, it is suggested to alleviate translation anxiety through physical exercise or music therapy (Contreras-Molina et al. 2021). The four methods to relieve translation anxiety listed in this study are all common and practicable solutions for translators to self-heal under limited conditions. Moreover, if the anxiety problem is too serious to self-regulate, it is still necessary to seek timely help from professional psychologists.

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RESEARCH ON GENERALIZED ANXIETY IN THE CONTEXT OF THE COVID-19 PANDEMIC—TAKING IDEOLOGICAL AND POLITICAL EDUCATORS AS AN EXAMPLE

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SUMMARY

Background: Affected by the rapid spread of the COVID-19 pandemic, teachers have experienced extremely general anxiety or depression. This article takes ideological and political educators as an example to study the generalized anxiety problem in the context of the COVID-19 pandemic from a demographic perspective. The influencing factors are analyzed and mitigation strategies are proposed accordingly.

Subjects and methods: A total of 231 ideological and political educators from different colleges or middle schools in Anhui Province of China were selected and the survey was carried out through online questionnaires. Using SPSS26.0 as the tool, the Chi-square test and cross-analysis were conducted to study the influencing factors of anxiety of ideological and political educators.

Results: The age factor was significantly correlated with anxiety at the 0.001 level ($\chi^2 = 33.067, P < 0.001$). The gender factor was significantly correlated with anxiety at the 0.01 level ($\chi^2 = 11.591, P < 0.01$). The highest educational level was associated with anxiety at the 0.01 level. There was a significant correlation at the 0.001 level ($\chi^2 = 22.653, P < 0.001$). There was a significant correlation between physical health and anxiety at the 0.001 level ($\chi^2 = 22.653, P < 0.001$). The degree of attention to the pandemic also significantly affected the level of individual anxiety ($\chi^2 = 46.430, P < 0.001$).

Conclusions: This study conducted a survey analysis of 231 ideological and political educators in different universities or middle schools in Anhui Province of China. The results show that factors such as age, gender, highest education, health, and attention to the pandemic will all affect the anxiety level of individuals. Therefore, educators should combine their own conditions and determine whether professional psychological counseling is needed according to the severity of anxiety.

Key words: COVID-19 - anxiety - ideological and political education - educators

* * * * *

INTRODUCTION

General anxiety disorder (GAD), a type of anxiety disorder, is a chronic psychiatric disorder characterized by extensive and excessive worrying about life events (Belon 2019). Such patients often live in a relatively continuous state of tension, worry and anxiety. The core feature of it is chronic, persistent and uncontrollable worry. The patient is excessively worried about economic, family, health, future and other things that are difficult to control. Most are accompanied by nonspecific psychological and physical symptoms (Deacon et al. 2008). This persistent excessive worry is beyond the control of the individual, as this uncontrollability is precisely one of the reasons for the formation of generalized anxiety disorder (Stefan et al. 2020). The latest research on the burden of mental disorders and health service utilization in China shows that among all types of mental disorders, anxiety disorders have the highest prevalence, with a lifetime prevalence of 7.6% and a 12-month prevalence of 5.0%.

Affected by the rapid spread of the COVID-19 pandemic, the ministry of education issued the “Guiding Opinions on Doing a Good Job in the Organization and Management of Online Teaching in Ordinary Colleges and Universities during the Period of Epidemic Prevention and Control” in February 2020. It is required to adopt a government-led, college-based, and socially involved approach to jointly implement

and ensure online teaching in colleges and universities during the epidemic prevention and control period, so as to achieve “suspended classes without stopping teaching, and suspended classes without stopping learning” (Ang et al. 2021). The guiding opinions emphasize that colleges and universities should choose the plan that matches the actual situation of the school and the network environment conditions and closely cooperate with the course platform to standardize management and strengthen the supervision of course content, teaching process and platform operation, which will facilitate to prevent and stop the spread of harmful information and guarantee online teaching is running safely and smoothly. Although online teaching, “Internet + education”, live classes and other teaching modes have been carried out for many years (Saiyad et al. 2020), this is the first time that conventional offline teaching content has been transferred to online on a large scale nationwide. Due to lack of experience, many teachers are not familiar with the online teaching process, and lack experience in dealing with some unexpected situations, such as network freezes, screen sharing, audio and video switching, etc. (Beason-Abmayr et al. 2021). Coupled with the lack of on-site communication and interaction in offline teaching, teachers cannot make judgments based on students’ real-time lectures and adjust the rhythm of teaching. All kinds of situations have led to teachers’ frustration in

teaching (Pressley & Learn 2021). In addition, during the outbreak of COVID-19, government departments required people from all walks of life to live at home by self-isolation. During the process of home isolation, teachers' face-to-face interactions with the outside world also decreased (Khoshaim et al. 2020). Although it is possible to use online platforms or telephones to communicate with family members and friends through video, voice, text and other means, in the process of emotional communication between people, images, words, sounds and other content are far less easily perceived than face-to-face contact. This has led to many teachers experiencing a decline in interpersonal relationships during the outbreak of the COVID-19 pandemic, which indirectly has adverse effects on mental health (Asl 2021).

In addition to teaching tasks, teachers also undertake a lot of non-teaching tasks. In 2017, the New Education Research Institute released a survey report on "reducing teachers' non-teaching work", which pointed out that the time teachers really spend on teaching and related preparation accounted for less than 1/4 of the entire working time, and the remaining 3/4 is a more time-consuming and labor-intensive non-teaching task. Cumbersome non-teaching transactional work consumes a lot of teachers' energy (Lyneham et al. 2008). In 2019, the China Association for Teacher Education Development analyzed through interviews and questionnaires that 32.4% of the teachers surveyed felt very stressed at work. 72% of teachers suffer from mental illness in Central Asia, of which 61.2% of primary and secondary school teachers have symptoms of anxiety, manifested as poor social adaptability, interpersonal tension, narrow-mindedness, self-isolation, emotional instability, full of complaints, too low self-esteem or conceited et al (Mkhize 2019). The outbreak of the COVID-19 pandemic has caused extremely general anxiety or depression among teachers who belong to a group with a high incidence of psychological problems. Taking ideological and political educators as an example, this paper studies the generalized anxiety problem in the context of the COVID-19 pandemic, analyzes its influencing factors from a demographic perspective and proposes mitigation strategies accordingly.

SUBJECTS AND METHODS

Questionnaire

A total of 231 ideological and political educators from different colleges or middle schools in Anhui Province of China were selected and the survey was conducted through online questionnaires (Questionnaire Star). A total of 231 questionnaires were distributed, 195 valid questionnaires were recovered, and 190 valid data were obtained after excluding the samples whose answering time was less than 30 seconds, with an effective rate of 82.25%. The content of the questionnaire includes basic information such as

age, gender, highest education, physical condition, and the frequency of patients' attention to the pandemic. The GAD-7 Generalized Anxiety Scale is attached at the end. Using SPSS26.0 as the tool, Chi-square test and cross analysis were conducted to study the anxiety status and influencing factors of ideological and political educators.

Psychological scale

The GAD-7 Generalized Anxiety Scale is one of the most concise and effective ways to assess generalized anxiety disorder in clinical practice. The seven items were: (1) feeling restless, worried and irritable; (2) unable to stop or control worrying; (3) worrying about many different things; (4) very nervous and difficult to relax; (5) Very restless to sit still; (6) becomes easily annoyed or irritated; (7) feels as if something terrible is about to happen. Each item is 0-3 points, and the result is calculated by total score, that is, the scores of seven items are added together, and the total score range is 0-21 points. Among them, 0-4 points represents no anxiety, 5-9 points mild anxiety, 10-13 moderate anxiety, and 14 points and above moderate to severe anxiety symptoms.

RESULTS

Statistical and summary questionnaire data were obtained, and the demographic characteristics of the sample population were obtained as shown in Table 1.

The question options of the demographic questionnaire were used as the grouping basis and the anxiety level was used as the measurement state. The frequency is set as the basis for case weighting. Using SPSS26.0 for case weighting, the Chi-square test is selected in the statistical items to perform cross-tab analysis. Taking the age factor as an example, the results of the Chi-square test are shown in Table 2. However, since the subjects of this survey are distributed in multiple age groups, in order to study whether there are differences in anxiety among different age groups, SPSS26.0 was used to perform the *t*-test. The *P* value was adjusted using the Bonferroni correction, and the cross-analysis results are shown in Table 3. Similarly, data on gender, highest education, physical condition, and frequency of attention to the epidemic were handled in the same way. The results are shown in Tables 4 to 10.

According to Table 2 and Table 3, the age factor was significantly correlated with anxiety at the 0.001 level ($\chi^2 = 33.067, P < 0.001$). In each age group, there was no significant difference in anxiety levels between individuals aged 30-45 and 46-59. The anxiety levels of 20-29 years old, 30-59 years old, and 60 years old and above are significantly different. In contrast, young teachers of 20-29 years old are more likely to be affected by the epidemic and have anxiety problems. According to Table 4, there is a significant correlation between gender and anxiety at the 0.01 level ($\chi^2 =$

11.591, $P < 0.01$). The anxiety index of women is higher than that of men, which indicates that women are more easily affected by the pandemic and become anxious. This result is consistent with existing research. According to Table 5 and Table 6, there is a significant correlation between the highest degree of education and anxiety at the 0.001 level ($\chi^2 = 22.653$, $P < 0.001$). According to the cross-analysis results, there is no significant difference in the degree of anxiety between the undergraduate degree and the master degree. Individuals with a doctorate or above have lower

anxiety levels than those with a bachelor's degree or a master's degree. According to Table 7 and Table 8, there is a significant correlation between physical condition and anxiety at the 0.001 level ($\chi^2 = 22.653$, $P < 0.001$) and individuals with good health condition are less susceptible to anxiety problems. According to Table 9 and Table 10, the degree of attention to pandemic will also significantly affect the level of individual anxiety ($\chi^2 = 46.430$, $P < 0.001$). From the statistical data, individuals who pay more attention to the pandemic are more likely to suffer from the pandemic.

Table 1. Demographic characteristics of the sample population

Items	Options	Frequency	Percentage (%)	Percentage of patients with anxiety (%)
Gender	Male	102	54	41
	Female	88	46	66
Age	20-29	33	17	88
	30-45	68	36	60
	46-59	52	27	40
	60 and above	37	19	24
Highest degree of education	Bachelor's degree	32	17	63
	Master's degree	101	53	64
	PhD degree and above	57	30	26
Physical condition	Healthy	46	24	24
	Not bad	109	57	51
	Poor	35	18	94
Frequency of attention on pandemic	Occasionally	6	3	0
	Generally	120	63	38
	Frequently	51	27	84
	Always	13	7	92

Table 2. Chi-square test for age factor

	Value	df	Asymptotic significance (2-sided)
Pearson Chi-square	33.067 _a	3	0.000
Likelihood ratio	35.922	3	0.000
Linear-by-linear association	32.283	1	0.000
N of valid cases	190	-	-

Note: a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 15.63.

Table 3. Cross analysis of different age groups

		Age				Total	
		1.00	2.00	3.00	4.00		
Anxiety	1.00	Count	29 _a	41 _b	21 _{b,c}	9 _c	100
		Within age (%)	87.9	60.3	40.4	24.3	52.6
	2.00	Count	4 _a	27 _b	31 _{b,c}	28 _c	90
		Within age (%)	12.1	39.7	59.6	75.7	47.4
Total	Count	33	68	52	37	190	
	Within age (%)	100.0	100.0	100.0	100.0	100.0	

Note: Each subscript letter denotes a subset of age categories whose column proportions do not differ significantly

from each other at the 0.05 level.

Table 4. Chi-square test for gender factor

	Value	df	Asymptotic significance (2-sided)
Pearson Chi-square	11.591 ^a	1	0.001
Likelihood ratio	11.732	1	0.001
Linear-by-linear association	11.530	1	0.001
N of valid cases	190	-	-

Note: a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 41.68.

Table 5. Chi-square test of highest degree of education factor

	Value	df	Asymptotic significance (2-sided)
Pearson Chi-square	22.653 ^a	2	0.000
Likelihood ratio	23.257	2	0.000
Linear-by-linear association	15.349	1	0.000
N of valid cases	190	-	-

Note: a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 15.16.

Table 6. Cross-analysis between different educational backgrounds

			Highest degree of education			Total
			1.00	2.00	3.00	
Anxiety	1.00	Count	20 _a	65 _a	15 _b	100
		Within Highest degree of education (%)	62.5	64.4	26.3	52.6
	2.00	Count	12 _a	36 _a	42 _b	90
		Within Highest degree of education (%)	37.5	35.6	73.7	47.4
Total	Count	32	101	57	190	
	Within Highest degree of education (%)	100.0	100.0	100.0	100.0	

Note: Each subscript letter denotes a subset of highest degree of education categories whose column proportions do not differ significantly from each other at the 0.05 level.

Table 7. Chi-square test of physical condition factor

	Value	df	Asymptotic significance (2-sided)
Pearson Chi-square	39.645 ^a	2	0.000
Likelihood ratio	45.907	2	0.000
Linear-by-Linear association	38.342	1	0.000
N of valid cases	190	-	-

Note: a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 16.58.

Table 8. Cross-analysis of different physical conditions

			Physical condition			Total
			1.00	2.00	3.00	
Anxiety	1.00	Count	11 _a	56 _b	33 _c	100
		Within physical condition (%)	23.9	51.4	94.3	52.6
	2.00	Count	35 _a	53 _b	2 _c	90
		Within physical condition (%)	76.1	48.6	5.7	47.4
Total	Count	46	109	35	190	
	Within physical condition (%)	100.0	100.0	100.0	100.0	

Note: Each subscript letter denotes a subset of physical condition categories whose column proportions do not differ significantly from each other at the 0.05 level.

Table 9. Factorial Chi-square test of frequency of attention

	Value	df	Asymptotic significance (2-sided)
Pearson Chi-square	46.430 ^a	3	0.000
Likelihood ratio	52.731	3	0.000
Linear-by-linear association	42.481	1	0.000
N of valid cases	190	-	-

Note: a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 2.84.

Table 10. Cross-analysis of different frequencies of attention

		Frequency of attention				Total	
		1.00	2.00	3.00	4.00		
Anxiety	1.00	Count	0 _a	45 _a	43 _b	12 _b	100
		Within frequency of attention (%)	0.0	37.5	84.3	92.3	52.6
	2.00	Count	6 _a	75 _a	8 _b	1 _b	90
		Within frequency of attention (%)	100.0	62.5	15.7	7.7	47.4
Total		Count	6	120	51	13	190
		Within frequency of attention (%)	100.0	100.0	100.0	100.0	100.0

Note: Each subscript letter denotes a subset of frequency of attention categories whose column proportions do not differ significantly from each other at the 0.05 level.

DISCUSSION

The COVID-19 pandemic is a major public health emergency, and the work and life of ideological and political educators will be affected to varying degrees, usually with psychological reactions such as panic, excessive anxiety, and irritability (Shafran et al. 2021). Some individuals will pay too much attention to the body, repeatedly check information about the epidemic on the Internet, excessively wash hand and protect themselves, and even go through panic attacks. The emotional stress response is physiologically manifested as dizziness, headache, indigestion, insomnia and other discomforts Symptoms (Warren et al. 2021). Most people's psychological stress response will gradually ease as the epidemic is controlled, but if the response is excessive or persistent, it often leads to irrational behavior (Elhai et al. 2020).

For anxiety situations that have arisen, educators should combine their own circumstances and determine whether professional psychological counseling is needed according to the severity of anxiety (Mennin et al. 2000). Existing statistical data show that most patients with pandemic anxiety are moderately to mildly anxious. Anxious patients need to be treated with appropriate means under the advice of a psychiatrist. Currently, commonly used psychotherapy methods include Hypnotherapy, Psychodynamic Methods, Sandbox Therapy, Painting Therapy, Music Therapy, Gestalt Therapy, and Rational Emotion Therapy (Rational-Emotive Therapy), Morita Therapy, etc. (Jablonka et al. 2012).

CONCLUSIONS

This study conducted a survey analysis of 231 ideological and political educators in different

universities or middle schools in Anhui Province of China. The results show that factors such as age, gender, highest degree of education, health level, and attention to the pandemic will affect the level of anxiety of individuals. In general, young teachers are more prone to anxiety, women are more anxious than men, teachers with doctoral degrees or above have lower levels of anxiety, and health has a great impact on anxiety. Among individuals with poor physical condition, 94% said they were affected by anxiety. Anxiety is also related to the level of attention to the epidemic, and individuals who are overly concerned about the pandemic are most affected by anxiety (Nowakowski et al. 2016).

This study also has certain limitations. The primary problem is the number of samples. It can be seen that the frequency of some questionnaire options is much lower than that of other options. Therefore, the analysis of such data will bring greater errors. In addition, the questionnaire used in the study has no norm reference, and the evaluation of anxiety is based on general scoring standards, and its accuracy is questionable. However, this study is mainly based on demographic analysis. The scale is sufficient to reflect the general anxiety level of ideological and political education practitioners.

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IMPROVEMENT OF ENGLISH TEACHING FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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SUMMARY

Background: Educational psychology is the product of the theory integration of contemporary education and psychological science, aiming at handling contradictions between subjects engaged in teaching and learning activities. Currently, with the integration and development of multi-cultures, college students' bodies and minds are impacted by various viewpoints and factors, which makes college students face greater resistance to learning. Therefore, using innovative teaching methods in educational psychology is not only an inherent need to reform the educational model, but also an inevitable requirement to promote students' lifelong development.

Subjects and methods: This paper explores the influence of using educational psychology on English teaching from the perspective of cognitivism, behaviorism, and constructivism. The Foreign Language Classroom Anxiety Scale and the Academic Self-efficacy Scale are used as survey tools. A university in Shaanxi Province is selected as the experiment pilot with the use of educational psychology. The statistical tool SPSS27.0 is used to perform descriptive statistics and t-tests on the data.

Results: Before and after the experiment, the anxiety level of the foreign language classroom in the experimental group has a significant change ($t = 7.249, P < 0.001$), with the average score of anxiety decreasing from 104.690 to 81.448. The academic self-efficacy of the experimental group is significantly different ($t = -3.895, P < 0.01$), with the average score of academic self-efficacy increasing from 62.241 to 72.069. There is no significant change in the control group.

Conclusions: The English teaching model using educational psychology can significantly reduce foreign language anxiety of college students, increase their academic self-efficacy, and benefit their lifelong development.

Key words: educational psychology - English teaching - classroom anxiety - self-efficacy

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INTRODUCTION

Educational psychology is a branch of psychology, which studies the psychological activities of educators and the educated, as well as generation and change in psychological activities during the process of education. (Spinath et al. 2012). Educational psychology has a dual-task with two natures, both pedagogy, and psychology. Educational psychology researches and reveals the nature, characteristics, and types of learning in the educational system, as well as various learning processes and conditions, thereby psychology is developing both in scope and depth in the education field (Richter et al. 2020). The particularity of research objects in educational psychology determines that it is closely related to learning and teaching practice, so it has great significance in the application. Some people also think it is an applied discipline (Toland & Carrigan 2011). On the other hand, the theoretical research and construction of educational psychology are continuously developed during the process of education service and teaching practice. A relatively complete subject theoretical system comes into being with various learning and teaching theories, so educational psychology is also recognized as a highly theoretical discipline (Schad & Arnold 2019).

As an indispensable discipline in the modern education industry, educational psychology is an important way to study the relationships between

education and psychological education, ideological education and moral education, as well as behavior and habits in the context of education in the new era (Greig et al. 2019). To a certain extent, educational psychology can help teachers improve the quality and effect of teaching activities, as well as better understand students, teaching laws, and teaching purposes in universities. Then, teachers may constantly adjust the teaching methods to help students adjust their learning status. On this basis, students could improve learning efficiency and grow rapidly (Hilpert & Marchand 2018).

In the era of the knowledge economy and Internet economy, a second language is becoming more and more important. Meanwhile, there exist obvious problems in acquiring and teaching a second language. In China, anxiety is common among students who are learning English (Fydrich et al. 2019). Jakobofits points out that emotional factors account for 33% of all factors affecting language acquirement, and anxiety is regarded as one of the most critical psychological variables. Anxiety is one of the abnormal emotions, also known as psychological abnormalities. It generally refers to the emotional reflection generated by people when there appears serious deterioration in the value of characteristics of reality or future things. The emotional reflection may frustrate a person's self-esteem and self-confidence, or aggravate his or her sense of failure and guilt so that he or she becomes nervous and fearful. The anxiety for learning a foreign

language can be subdivided into three interrelated language-behavioral anxiety, namely communication fear, test anxiety, and negative evaluation fear. Communication fear is a kind of shyness, which mainly features that a person may feel fearful when communicating with others. Test anxiety is a kind of language-behavior anxiety expressed by a person when he or she is fear of failure. Negative evaluation fear refers to a kind of anxiety, including the fear of others' evaluation, the avoidance of evaluation situations, and the psychological expectation for possible negative evaluations. Foreign language anxiety is not a simple combination of the above kinds of fears. Rather, it is a combination of a person's self-feeling, concept, emotion, and behavior related to the foreign language classroom, caused by the uniqueness of foreign language learning. (Zhao 2012). This study attempts to explore the specific application of educational psychology in teaching and to evaluate its role in English teaching through comparative experiments.

SUBJECTS AND METHODS

Educational psychology applications

In the development of educational psychology, three paradigms have a great influence on it, namely cognitivism, behaviorism, and constructivism.

Cognitivism theory of learning, derived from the cognitivist learning theory of the Gestalt school, reckons that learning lies in the change of internal cognition, and learning is a much more complex process than the S-R connection. The theory focuses on explaining the intermediate process of learning behavior, like purpose and meaning, and advocating the creation of human learning and an inquiry-based approach. It requires students to observe, explore and experiment by themselves, to develop their creative spirit. Students need to think independently, reorganize materials, discover knowledge, and master principles by themselves. Cognitivism theory of learning emphasizes developing students' intellectual potential, regulating and strengthening their learning motivations, firmly grasping knowledge, and forming innovative skills through discovery learning (Alexander 2018).

Behaviorist learning theory, also known as stimulus-response theory, means that human thinking is the result of interacting with the external environment, namely stimulus-response, and the direct connection between stimulus and response is called reinforcement (Gonzalez et al. 2019). The essence of learning is to establish a direct connection between stimulus and response through reinforcement. In behaviorist teaching programs, the program must be behaviorist-oriented (Tomic 1993). Throughout his work, Skinner has identified some general guidelines for improving teaching based on behavioral principles. First, know what to teach. Second, start from the easiest. Third, encourage students to progress at their

own pace. Fourth, identify the project theme. Fifth, construct the content appropriately during the learning process, depending on the presentation (stimulus-response-result) instead of only on its complexity or abstraction. Sixth, provide reinforcements for students when answering questions. Seventh, set realistic goals together with students, as big goals may discourage them and small goals may bore them.

Specifically, English teachers should set up achievable and progressive goals one after another in each class according to the learning progress of students. Positive stimulation should be given in due course to help students achieve the most ideal learning effect. In addition, behaviorism holds that people are good at observational learning and learning by imitation. The role model may be a teacher or any peer the student expects to learn from. Imitation learning may have good effects whether the imitation subject is the skills or attitudes of the role model. Meanwhile, English teachers should encourage teamwork to make sure that each student can meet their expectations and students can obtain support from peers around them. Teachers should also ensure that students will engage in active learning when they see positive behavior from role models, which in turn can actively internalize learning outcomes and seek cooperation among peers. By doing so, teachers can reach a higher teaching efficiency and achieve sustainable progress (Imenda 2018).

From the perspective of constructivism, instead of depending on the teacher's classes, learners may obtain knowledge with the help of necessary learning materials and others, including teachers and learning partners. They may acquire new knowledge through meaning construction within a certain context, namely social and cultural background (Schweitzer & Stephenson 2008). Learning is a process of meaning construction achieved with the help of others, namely interpersonal collaborative activities, under a certain situation, namely a social and cultural background. Therefore, the cognitivism theory of learning believes that there are four major elements or attributes in the learning environment, namely situation, collaboration, conversation, and meaning construction (Brcic et al. 2015). Constructivism advocates learner-centered learning under the guidance of teachers, that is, it not only emphasizes the cognitive subject role of learners but also attaches importance to the guiding role of teachers. Teachers are helpers and facilitators of meaning construction, instead of imparters and installers of knowledge. Students are the main subject of information processing and the active builder of meaning, rather than passive recipients and indoctrinated objects of external stimuli. Students need to become active meaning constructors (Kosnik et al. 2018).

Specifically, English teachers should pay attention to helping students construct meaning, stimulating

students' interest in English learning, and cultivating students' learning motivation in English. They could help students construct the meaning of English knowledge through certain situations that meet the requirements of teaching content and through clues that indicate the connection between new and old knowledge. To make sense construction more effective, teachers should organize collaborative learning, such as discussion and communication, under possible conditions. They could also guide the collaborative learning process to make it develop in a direction conducive to meaning construction. The guidance methods include three aspects. First, provide appropriate questions to arouse students' thinking and discussion. Second, gradually deepen the discussion of the problem to strengthen students' understanding of what they have learned. Third, inspire and guide students to discover laws, correct and supplement mistakes or one-sided understanding by themselves. (Kosnik et al. 2018).

Cognitivism, behaviorism, and constructivism have their emphases and can be used as guiding theories in English teaching. This study comprehensively uses the above three paradigms.

Scale selection

Foreign Language Classroom Anxiety Scale (FLCAS)

Reasons for selection: A large number of anxiety experiences will interfere with the input, output, and learning process of foreign language learning, which may affect foreign language learning and further disintegrate learners' self-confidence. Unscientific education models will contribute to the severity of foreign language anxiety. Therefore, this study selects this scale as one of the evaluation indicators (Bjalkebring 2019).

The FLCAS scale is compiled by Horwitz. The scale has 38 items, and the answer to each item is divided into 5 levels, including 1 Completely Disagree, 2 Seldom Agree, 3 Part agree, 4 Basically Agree, and 5 Completely Agree. The five levels are scored from 1 to 5 points respectively. This study adopts the questionnaire survey method, inputs the data into the computer, and uses the SPSS27.0 software for processing.

Academic Self-efficacy Scale

Reasons for selection: The concept of self-efficacy is proposed by the famous American psychologist Bandura in 1977, which refers to an individual's perception or belief of the ability to effectively control all aspects of his life (Schutte & Malouff 2016). It is the central mechanism of human motivation and an important basis of human actions. People accept and integrate efficacy information from the mastery experience of practice, vicarious experience, verbal persuasion, and physiological and emotional states during activities to form the self-efficacy sense.

Self-efficacy modulates human activity by affecting individual cognitive, motivational, emotional, and choice processes (Nel & Boshoff 2016). Learning self-efficacy refers to an individual's belief in academic ability, a subjective judgment of an individual's ability to control his learning behavior and academic performance, and the performance of self-efficacy in the learning field. There are very close relationships among learning self-efficacy and attribution, goal setting, learning interest, learning and test anxiety, self-regulation, and other important learning variables. Researches show that appropriate education methods can significantly improve students' academic self-efficacy. Therefore, this study adopts this scale as one of the evaluation indicators (Stojanovic et al. 2021).

The Academic Self-Efficacy Scale is compiled by Liang Yusong and Zhou Zongkui from Central China Normal University, concerning the relevant dimensions of the Academic Self-efficacy Questionnaire compiled by Pintrich and De Groot. The overall Cronbach's alpha coefficient of the questionnaire is 0.88, among which the Cronbach's alpha coefficient of the learning ability self-efficacy subscale is 0.82, the Cronbach's alpha coefficient of the learning behavior self-efficacy subscale is 0.75. The Academic Self-Efficacy Scale has five-level points and 11 items for each of the two factors, a total of 22 items. Among them, reverse score questions are 7, 11, 14, 20, and 22. The higher the total score or the two-factor score, the stronger the corresponding academic self-efficacy, and vice versa.

Research proposal

Two liberal arts classes in the second year of a university in Shaanxi are selected as the research subject. One class, as the experimental group, adopts the teaching method of educational psychology, and the other class, as the control group, adopts the normal teaching methods. The number of the experimental group is 29, including 12 males and 17 females. The number of the control group is 29, including 14 males and 15 females.

This research project conducts the test at the beginning (September 2021) and the end (January 2022) of the semester respectively to evaluate the teaching results under different education modes.

RESULTS

SPSS27.0 is used for the experimental data. The descriptive statistics of foreign language classroom anxiety are shown in Table 1, and the descriptive statistics of academic self-efficacy are shown in Table 2. The data on foreign language classroom anxiety before and after the experiment is tested by the *t*-test, and the results are shown in Table 3. The data on academic self-efficacy before and after the experiment is tested by the *t*-test, and the results are shown in

Table 4.

Table 1. Descriptive statistics of foreign language classroom anxiety

	1st test		2nd test	
	The control group	The experimental group	The control group	The experimental group
Range	46	48	50	38
Mean	104.276	104.690	103.862	81.448
Std. Deviation	13.926	14.619	13.781	11.005
Variance	193.921	213.722	189.909	121.113

Table 2. Descriptive statistics of academic self-efficacy

	1st test		2nd test	
	The control group	The experimental group	The control group	The experimental group
Range	37	39	37	27
Mean	64.138	62.241	59.103	72.069
Std. Deviation	11.889	11.122	11.226	7.755
Variance	141.337	123.690	126.025	60.138

Table 3. *t*-test on foreign language classroom anxiety

	M	S	<i>t</i>	<i>df</i>	<i>P</i>
The control group	0.414	22.011	0.101	28	0.920
The experimental group	23.241	17.266	7.249	28	0.000

Table 4. *t*-test on academic self-efficacy

	M	S	<i>t</i>	<i>df</i>	<i>P</i>
The control group	5.034	16.037	1.691	28	0.102
The experimental group	-9.828	13.586	-3.895	28	0.001

According to Tables 1-4, there is no statistical difference in the foreign language classroom anxiety of the control group ($t = 0.101$, $P = 0.92 > 0.05$), but significant difference in language classroom anxiety of the experimental group ($t = 7.249$, $P < 0.001$). The average anxiety score decreased from 104.690 to 81.448, which is significantly different from the average score of 103.862 in the control group.

Before and after the experiment, there is no statistical difference in the academic self-efficacy of the control group ($t = 1.691$, $P = 0.102 > 0.05$), but a significant difference in the academic self-efficacy of the experimental group ($t = -3.895$, $P < 0.01$). The average score of sense increased from 62.241 to 72.069, which is significantly different from the average score of 59.103 in the control group.

CONCLUSION

The experimental results of this study show that the English teaching mode using educational psychology can significantly alleviate students' foreign language anxiety and increase their academic self-efficacy, which is of great benefit to their life-long development. There are also some shortcomings in this experiment. According to Kleinmann's research, anxiety is not all

harmful to learning. He proposes that anxiety can be divided into two types, facilitating anxiety and debilitating anxiety. The former is conducive to learning, and the latter may hinder learning. However, the relationship between anxiety and learning is not sufficiently explored in the foreign language classroom anxiety scale in this study, which needs to be further supplemented in future research (Andreatta & Pauli 2017).

In the 21st century, educational psychology has achieved fruitful results, and the breadth and depth of research in this field are also increasing. The current research trends in educational psychology involve different aspects, including studying the subjectivity and initiative of learners, the influence of social environment, the actual influence of context, the influence of cultural background, the study of learning environment design and effective teaching model, and the study of the use of information technology and so on. Educators should establish the concept of lifelong learning, constantly explore the most cutting-edge academic areas to improve education methods. In addition, teachers should combine educational psychology theory with classroom practice, so that the education model in the new era will keep pace with the times, and then cultivate innovative talents for society.

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RESEARCH ON THE EFFECT OF BASKETBALL ON MENTAL REHABILITATION OF DEPRESSED PATIENTS

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SUMMARY

Introduction: Statistics from the Global Health Data Exchange (GHDx) show that 5.0% of the adults in the world suffer from depression, especially among Chinese college students. According to the World Health Organization, a quarter of Chinese college students have admitted to having depressive symptoms. Studies have shown that aerobic exercise has a good therapeutic effect on depression. This paper takes basketball as an example to explore its effect on the mental rehabilitation of Chinese college students with depression.

Subjects and methods: The subjects were divided into four groups. Experimental group 1 received basketball therapy once or twice a week, experimental group 2 three to five times a week, and group 3 six or seven times a week. The study lasted for two months, and the BDI total score was tested once a week for a total of 9 tests. Then data analysis was performed using SPSS24.0.

Results: The BDI scores of the control group and the experimental group 1 were significantly different at the 0.01 level ($t = 5.526, P < 0.01$). The BDI scores of the control group and the experimental group 2 were significantly different at the 0.05 level ($t = 3.022, P < 0.05$). The BDI scores of the control group and the experimental group 3 were significantly different at the 0.05 level ($t = 2.0873, P < 0.05$). After the treatment with basketball exercise therapy, the patients' depression levels decreased significantly.

Conclusions: After treatment supplemented with basketball exercise therapy, it significantly improved the treatment effect of depression in patients. Under the condition of ensuring the amount of exercise, it has the most obvious improvement effect on depression when the patients play basketball three to five times a week or as much as possible.

Key words: basketball - sports - depression - treatment - mental rehabilitation - college students

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INTRODUCTION

“Depression” in a broad sense refers to a large group of mental disorders collectively referred to as “mood disorders”. According to the Global Health Data Exchange (GHDx), 5.0% of adults worldwide suffer from depression. Depression is distinct from the usual mood swings and short-lived emotional responses to challenges in everyday life (Ionescu et al. 2013). Especially when depression recurs and reaches moderate or severe levels, it can become a serious health condition. Patients can be greatly affected, perform poorly at work, at school and at home, and at worst, depression can lead to suicide (Halbreich & Kahn 2007). So far, the cause of depression has not been very clear. However, it is certain that many aspects of biological, psychological, and social environmental factors are involved in the pathogenesis of depression. Biological factors mainly involve genetics, neurobiochemistry, neuroendocrine, and neurodegeneration. The psychological predisposition qualities that are closely related to depression are pre-morbid personality traits, such as depressive temperament (Goldberg 2014). Stressful life events in adulthood are important triggers for clinically significant depressive episodes. These factors do not act individually but have a very complex interaction (Ashaie et al. 2019).

During a depressive episode, the patient is depressed (feeling sad, irritable, empty) most of the day, almost every day for more than two weeks, and loses pleasure or interest in any activities. Other symptoms may include poor concentration, excessive guilt or self-deprecation, hopelessness about the future, thoughts of death or suicide, sleep disturbances, changes in appetite or weight, and feeling particularly tired or lacking energy (Parker & Roy 2001). Patients have significant difficulties in personal, family, social, educational, occupational, or other important functional areas. College students are in a necessary period of transition to maturity. Their physical, psychological, and social adaptation is in an important development period. On the one hand, students are immature and more malleable, on the other hand, they begin to move towards social and step into a complex social life (Gonzalez-Forteza et al. 2019). For these two reasons, young college students are prone to react strongly to many things but do not deal well with them, thus increasing their psychological burden and prone to a series of psychological and behavioral problems (Vieira et al. 2021). A survey by the China University Media Alliance found that 39.9% of the interviewed college students had suspected depression, and 34.38% of the respondents said that even if they suffer from depression, they would not choose to seek help from a psychiatrist. The World Health Organization has also pointed out that a quarter

of Chinese college students have admitted to having depressive symptoms (Liao et al. 2010).

The exact mechanism by which physical activity improves mental health is largely unknown, but so does psychotherapy and medication. Antidepressant therapy is likely to work due to a combination of effects, including changes in thought, emotion, and brain pathways, and may also have a placebo or desired effect (Monteiro et al. 2021). A study by the University of California found that intense exercise for half an hour to an hour can significantly increase the levels of neurotransmitters glutamate and GABA in the brain. Glutamate and GABA are the most common neurotransmitters in the brain and are important for signal communication between neurons in the brain (Koo & Kim 2020). The increase in these two neurotransmitters in the brain after exercise may also be one reason why exercise can treat depression. Aerobic exercise not only treats but also prevents depression, and even very small amounts of exercise (such as a 20-minute walk per day) can significantly prevent depression and can be effective in people of any age (Ashdown-Franks et al. 2017). By studying the therapeutic effect of basketball on patients with depression, this paper provides some references for the improvement and solution of depression among students.

SUBJECTS AND METHODS

Subjects

This study selected 84 undergraduates suffering from depression from a university in Hunan Province of China as the research subjects. All subjects were informed and consented to the research background and protocol.

Characteristics of subjects

By gender: 38 males and 46 females.

By grade: 35 freshmen, 23 sophomores, 19 juniors, and 7 seniors.

Scale

Depression self-rating questionnaire (BDI), also known as the Beck depression rating scale, was compiled by the famous American psychologist Beck AT in the 1960s and has been widely used in clinical epidemiological surveys (Hong & Wong 2005).

The BDI is composed of 13 items, and the corresponding symptoms are depression, pessimism, sense of failure, lack of satisfaction, self-guilt, self-disappointment, negative tendencies, social withdrawal, indecision, self-image changes, fatigue, loss of appetite. Items are scored in four grades, with no symptoms as 0; mild as 1; moderate as 2; severe as 3. Specifically for each item (question), there are 4 short sentences, and the subject is asked to choose the one that best matches

his mood or situation at the time. For example, the descriptive phrases for item 1 depression are: "0. I don't feel blue", "1. I feel blue or depressed", "2. I feel blue all day and I can't get rid of it", "3. I Feeling very depressed, I can't stand it anymore", the subjects need to choose one item from 0-3. The BDI has only two statistical indicators, a single score, and total score. Beck proposed that the presence and severity of depressive symptoms can be distinguished by a total score, 0-4: (basically) no depressive symptoms; 5-7: mild depression; 8-15: moderate depression; 16-39 points: severe depression (Svanborg & Asberg 2001).

Scale notes

1. Like other self-assessment scales, this scale requires the subjects to have a clear understanding of the assessment method before starting the assessment.

2. Be sure to emphasize the time frame of the assessment. This scale assesses the current (today or present) situation or mood.

3. Generally speaking, this scale is not suitable for illiterate and low-educated people.

4. The scale is completely anonymous.

Research process

The subjects were divided into four groups, the control group and the experimental group 1, the experimental group 2, and experimental group 3. According to the diagnosis results of psychiatrists, the control group was treated with normal depression treatment methods (such as drug treatment, etc.), and the experimental group was supplemented with basketball exercise therapy on the basis of normal treatment. Experimental group 1 was administered 1-2 times a week, 30-60 minutes of basketball exercise treatment each time. Experimental group 2 took 3-5 times a week, 30-60 minutes each time. Experimental group 3 took 6-7 times a week, 30-60 minutes each time. The study lasted for two months and the BDI total score was tested once a week for a total of 9 tests.

RESULTS

In the data processing link after the experiment, according to the Dixon Criterion, f_0 is compared with $f(n, \alpha)$, if $f_0 > f(n, \alpha)$, the data is determined to be abnormal data to be excluded. The effective data are classified and counted, the arithmetic mean of each group of data is shown in Table 1, and the line graph of BDI score changes is shown in Figure 1.

A total BDI score of 5-7 is mildly depressive. The patient may feel anxious, pessimistic, and misanthropic to a certain extent, which may affect normal interpersonal communication and cause underlying diseases.

The total BDI score of 8-15 is moderately depressive. The patient has a low and bad mood, obvious symptoms of insomnia, slow thinking and

action, obvious anxiety symptoms, and depressive symptoms are already very obvious. When conditions permit, it is necessary to contact a psychiatrist or relevant experts for treatment in a timely manner in order to improve their living environment and sleep quality and strengthen communication with family members while cooperating with drug treatment.

The total BDI score of 16-39 is severely depressive. The symptoms are very serious and must be actively cooperated with the doctor's treatment. Patients with a

severe depressive disorder are depressed most of the time, lose interest in activities of ordinary interest, significantly loss or gain weight, significantly reduce or increase appetite, sleep insomnia or sleep too much every day and other symptoms, and are highly likely to commit suicide. The patient's family members should take safety precautions, actively cooperate with the doctor's treatment, create a good living environment for the patient and help the patient recover as soon as possible.

Table 1. Statistics of BDI scores in each group

	1st time	2nd time	3rd time	4th time	5th time	6th time	7th time	8th time	9th time
Control group	16.17	15.56	15.01	14.66	14.31	14.24	13.39	12.40	11.66
Experimental group 1	16.07	15.26	14.28	14.04	13.34	13.27	12.89	11.18	10.38
Experimental group 2	16.91	16.06	14.47	13.59	11.95	9.03	8.94	8.37	7.21
Experimental group 3	16.27	16.24	15.35	13.42	12.75	11.31	9.93	9.61	8.21

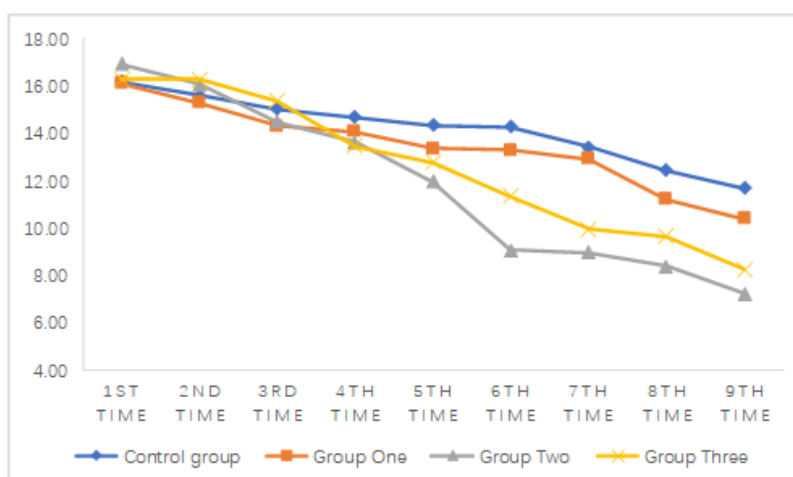


Figure 1. Line chart of changes in BDI score

From Table 1, Figure 1, and the original data, it can be seen that before the treatment, the depression degree of the patients was generally between moderate and severe, and the symptoms were obvious, which requires the intervention of a psychiatrist. After the synergistic

treatment of psychology and sports, the degree of depression of the patients generally decreased. The *t*-test results of the BDI scores of the control group and each experimental group are shown in Table 2, and the details of the data of each group are shown in Table 3.

Table 2. *t*-test of BDI scores in the control group and each experimental group

	M	S	95% CI	<i>t</i>	<i>P</i>
Control group & experimental group 1	0.743	0.404	0.433-1.054	5.526	0.001
Control group & experimental group 2	2.319	2.302	0.549-4.088	3.022	0.017
Control group & experimental group 3	1.590	1.660	0.314-2.866	2.873	0.021

Table 3. Data details of each group

	R	Min	Max	M	S	S ²
Control group	4.51	11.66	16.17	14.156	1.455	2.118
Experimental group 1	5.69	10.38	16.07	13.412	1.806	3.263
Experimental group 2	9.7	7.21	16.91	11.837	3.593	12.911
Experimental group 3	8.06	8.21	16.27	12.566	2.999	8.996

CONCLUSION

The results of this experiment prove that, on the basis of general depression treatment, supplemented with basketball exercise therapy can significantly improve the depression treatment effect of patients. Under the condition of ensuring 30 to 60 minutes of daily exercise, the depression relief effect of exercising three to five times a week is the most prominent. The depression relief effect of exercising six or seven times a week is basically close to that of exercising three to five times a week, but slightly lower than the latter. Exercise once or twice per week was less effective in reducing depression than three to seven times a week. Even so, it was better than no exercise at all. Through this experiment, the result that can be drawn is that under the condition of ensuring the amount of exercise (30 to 60 minutes a day), trying to play basketball three to five times a week has the most obvious improvement effect on depression symptoms.

The research results of this experiment should not be rigidly interpreted. We also need to focus on the individual differences of different people. During the specific experiment process, we found many subjects that did not conform to the overall data. For example, some individuals' depressive symptoms were greatly improved after prolonged exercise seven times per week, but some individuals experienced physical discomfort due to high-intensity exercise, which led to poor relief of depressive symptoms (Haltenhof & Brack 2004). From the viewpoint of exercise physiology, people who are slightly less physically fit or who have participated in physical exercise for the first time should not adopt an excessively frequent physical exercise mode. They can wait a few weeks or months after exercising, and then increase the frequency of exercise according to their physical conditions. People who are overweight and physically weak are prone to respiratory, circulatory, digestive and other systemic reactions and muscle soreness, so they should be especially cautious when increasing the frequency of exercise (Panza et al. 2020).

Exercising can be challenging for anyone. Developing a daily exercise program can be especially difficult for someone battling depression. Low motivation, lack of fun, difficulty planning, and fatigue are real barriers to physical activity. In these situations, simple behavioral strategies or techniques can help patients incorporate more physical activity into their daily lives (Dinoff et al. 2018). First, patients can take psychological cues to help themselves become more positive and remove cues that make them less positive. Examples of positive cues are marked, such as sneakers placed prominently, notes on a calendar, an app on a phone, etc. Second, patients can set schedules and goals that match their needs and preferences. Motivation is likely to be an issue for someone with depression. A simple and easily realistic goal, like shooting 30 times a day, can help the sufferer get started. Make sure not to set too many goals at once. Focus on one physical

activity first, and try new ones when you reach your set goals. In addition, strong social support is equally important as lack of support is a risk factor for depression. Support can take many forms, including having someone to encourage oneself, or having someone who can help with a physical activity program. Multiple different sources of social support are the ideal situation.

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Shun Shan: is responsible for the overall design of the research and the writing of the paper.

Pei Luo: the corresponding author who is responsible for the analysis and processing of data and participates in the writing of the paper.

Haiting Xiao: is responsible for the overall design of the research and the writing of the paper.

Xiaofen Ding & Caifen Hu: is mainly responsible for the collection and interview of research data.

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