



Figure 1. Bar graph of comparison of the overall effectiveness of college students' ideological and political education (teacher evaluation).

Conclusions: Use psychological theory to optimize work methods, improve educational concepts, increase the scientificity and predictability of ideological and political education, and improve the effectiveness of work. The effectiveness of ideological and political education is a developing topic, and it is also a constantly new topic. How educators can use psychological theories to improve the effectiveness of their work is only in the preliminary exploration, which is worthy of in-depth and detailed research by scholars.

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INNOVATION OF E-COMMERCE MARKETING MODE FROM THE PERSPECTIVE OF COGNITIVE PSYCHOLOGY

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Background: Cognitive psychology mainly studies the structure of cognitive processes such as perception, attention, learning, memory and thinking. It is a discipline that studies how people perceive, learn, remember and think. On the one hand, the growth of information in geometric progression makes the human brain unable to bear the heavy burden, thus only focusing on the information related to one's own needs, which is unconventional in form or content, while establishing an automatic "defense network" for other information to prevent them from entering the brain's processing center; On the other hand, the diversity of channels to get the same kind of information makes the internal relationship between this kind of information become very important. When information enters the human brain, there is a short memory process, which reminds the central nervous system of the brain that new information needs to be processed. In this regard, from the perspective of cognitive psychology, the basic characteristics of e-commerce marketing is to directly apply the theory, analytical framework and methods of cognitive psychology to conduct research at the level of product category, and most of the research is about the content of consumer knowledge in the marketing process. With the further development of the Internet era, e-commerce marketing has become an indispensable part in the development of contemporary marketing. The turnover of the "double 11" and "double 12" Shopping Festival increases sharply every year. In the process of e-commerce marketing, it is of great significance to understand the hearts of consumers.

The purpose of this study is to analyze consumer psychology through cognitive psychology, optimize e-commerce marketing mode, and study the psychological change process of consumers in the process of shopping based on the attention related attention allocation, attention transfer, working memory and short-term memory.

Subjects and methods: This paper studies the factors that affect consumers' decision-making and cognitive vision by setting consumers in the specific situation of e-commerce marketing, and observing the consumers' response to the stimulation of e-commerce marketing mode. And the cognitive psychology research method is used to study these reactions, find out the general relationship and law between stimulation and response, and transform it into e-commerce marketing mode.

Study design: In this paper, attention distribution, attention transfer, working memory and short-term memory are taken as independent variables, e-commerce marketing model as regulatory variables, and consumer psychology as dependent variables to analyze the impact of cognitive psychological forms and marketing model on consumer psychology.

Methods of statistical analysis: SPSS22.0 was used to analyze the data. In order to compare the performance indicators of the two groups, the overall consumers and marketing mode were analyzed.

Results: From the perspective of cognitive psychology, the psychological test results of the experimental group before and after the innovation of e-commerce marketing mode are shown in Tables 1 and 2.

Table 1. Test results of e-commerce marketing model before innovation from the perspective of cognitive psychology.

		Levene test		t test		
		F	P	t	df	Sig.
Attention distribution	Equal variance	0.355	0.552	3.031	200	0.003
	Unequal variance			3.033	199.595	0.003
Distraction	Equal variance	0.325	0.553	3.021	198	0.004
	Unequal variance			3.058	187.935	0.002
Working memory	Equal variance	0.343	0.531	3.042	201	0.004
	Unequal variance			3.057	189.785	0.003
Short-term memory	Equal variance	0.321	0.563	3.024	195	0.003
	Unequal variance			3.042	156.955	0.004

Table 2. Test results of the experimental group after innovation of e-commerce marketing model in the cognitive psychology perspective.

		Levene test		t test		
		F	P	t	df	Sig.
Attention distribution	Equal variance	0.352	0.542	3.053	200	0.003
	Unequal variance			3.045	193.695	0.003
Distraction	Equal variance	0.343	0.546	3.032	188	0.003
	Unequal variance			3.047	189.945	0.002
Working memory	Equal variance	0.353	0.567	3.021	199	0.002
	Unequal variance			3.046	199.785	0.003
Short-term memory	Equal variance	0.343	0.523	3.021	197	0.003
	Unequal variance			3.033	188.567	0.003

It can be seen from Table 1 that the value of F is in the standard value of 0.320-0.355, $P > 0.05$, so the variance is homogeneous, and the corresponding t value is in the range of 3.0-3.06, $P < 0.05$, which indicates that the e-commerce marketing mode has a significant impact on consumers' psychological adversity, with statistical significance.

According to Table 2, the standard values of F are 0.340-0.353 and $P > 0.05$, so the variance is the same, and the corresponding t value is between 3.21-3.06, $P < 0.05$, which indicates that e-commerce marketing mode has a positive and significant impact on consumer psychology and has statistical significance.

From the data processing and analysis of the experimental group, we can find that the results of the experimental group before and after the measurement are significantly different. From this point of view, the results are in line with the original assumption of the study, which can effectively improve the e-commerce marketing mode from the perspective of cognitive psychology. The research also shows that the application of cognitive psychology in e-commerce marketing can make the attitude of consumers develop in a positive direction, effectively improve the consumers' positive shopping mood, and enhance the degree of consumption. In a word, it is effective to optimize e-commerce marketing mode innovation by cognitive psychology, but it still needs further research on specific methods and technology levels used by different groups.

Conclusions: Generally speaking, compared with other technology schools, cognitive psychology is more easily accepted by consumers because of its experience and participation in the process of technology implementation. Through the use of cognitive psychology, the optimization of e-commerce marketing mode can promote the positive degree of consumers' understanding of products. From the research point of view, through the use of cognitive psychology, a number of psychological and emotional indicators of the tested consumers have been improved. It can be seen that cognitive psychology has broad application prospects. Especially in the current rapid development of social background, the use of e-commerce marketing industry can effectively improve consumers' understanding of products and the positive subscription.

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FUNCTION OF COGNITIVE PSYCHOLOGY IN THE IDEOLOGICAL AND POLITICAL EDUCATION OF COLLEGE STUDENTS

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Background: The ideological development of college students is closely related to the concepts, beliefs, values, attitudes and other factors in the existing cognitive structure. Cognitive psychological factors have a great impact on the effectiveness of Ideological and political education of college students. And in the process of Ideological and political education, educators and educational objects often have cognitive bias. Using cognitive psychology knowledge to analyze the above problems can enhance the scientificity and practicality of Ideological and political education. Psychological ideological and political education should learn from the latest research results of cognitive psychology, which is of great significance to overcome the psychological cognitive problems existing in the process of Ideological and political education, improve the cognitive structure of educational objects, and design a scientific and reasonable process of psychological ideological and political education.

The purpose of this study is to analyze the results of College Students' psychological and ideological education through cognitive psychology. Through the implementation of developmental mental health education, it can provide a healthy personality basis for ideological and political education, improve students' cognitive bias, provide rational cognition for ideological and political education, change students' irrational cognition, and provide a reasonable way of thinking for ideological and political education, Optimize the effectiveness of College Students' psychological and ideological education

Subjects and methods: This study is to set consumers in the specific context of e-commerce marketing, to observe the response of consumers to the stimulation of e-commerce marketing mode and the factors that affect consumers' decision-making and cognitive vision. In order to find out the general relationship and rules between stimulation and reaction, and transform them into e-commerce marketing mode, the college students in this study are mainly selected from more than ten thousand students in four universities. They are randomly selected from freshmen, sophomores and juniors, and 1121 valid questionnaires are