

the divergent thinking of visual communication designers. Expand the reverse thinking of visual communication designers. Enhance the associative thinking of visual communication designers. Promote the contemporary thinking of visual communication designers. Improve the skill level of visual communication designers. Through the above strategies, the thinking mode in visual communication design is innovated to better reflect the society, express culture and emotion, realize the emotional interaction with the audience, meet the aesthetic and psychological needs of the audience, so as to effectively alleviate the anxiety degree of mental anxiety people and promote the harmonious development of society.

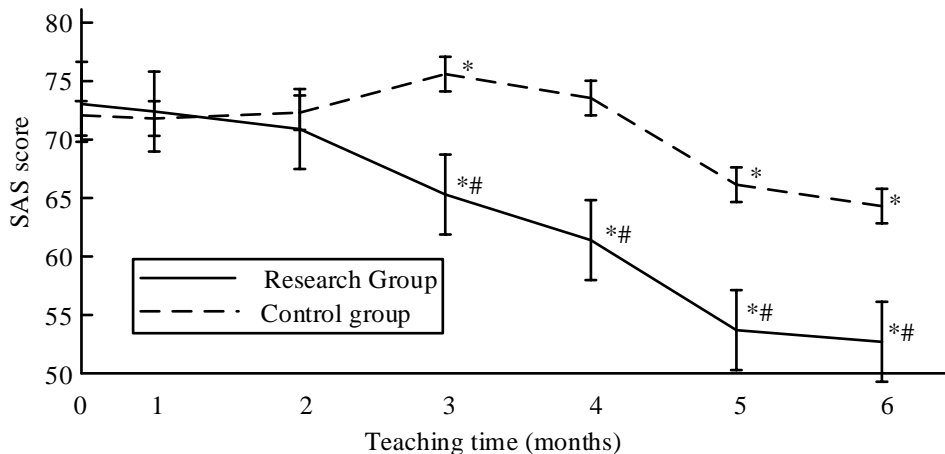
**Objective:** Nowadays, people's pace of life is faster and faster, and the pressure of competition is greater and greater. Therefore, many people suffer from mental anxiety symptoms. The research discusses the innovation of thinking mode in visual communication design, and puts forward corresponding strategies to improve the innovation of thinking mode in visual communication design, and then visually cure the audience's mental anxiety, effectively alleviate the anxiety degree of mental anxiety people, and promote the harmonious development of society.

**Subjects and methods:** 42 patients with mental anxiety were selected as the research objects, and the anxiety and depression of patients with mental anxiety were evaluated by Self-rating Anxiety Scale (SAS) and Self-rating Depression Scale (SDS), so as to evaluate the visual healing effect of the innovation of thinking mode in visual communication design on the audience's mental anxiety.

**Study design:** 42 patients with mental anxiety were randomly divided into study group and control group, with 21 people in each group. Among them, the research group adopts the visual communication design works of innovative thinking mode for visual healing. The control group used traditional visual communication design works for visual healing. After 3 months, the anxiety of the two groups were compared.

**Methods:** The relevant data were processed and analyzed by software SPSS 17.0.

**Results:** After 3 months, the SAS score and SDS score of patients in the study group decreased significantly ( $P < 0.05$ ). And it was significantly lower than that of the control group ( $P < 0.05$ ). The SAS scores of the two groups are shown in Figure 1.



Note: \* $P < 0.05$  compared with that before visual healing; # It means that compared with the control group at the same time,  $P < 0.05$ .

Figure 1. SAS scores of the two groups

**Conclusions:** 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, which seriously affects the physical and mental health of patients, and then affects the normal work and life of patients. The research discusses the innovation of thinking mode in visual communication design, and puts forward corresponding strategies to improve the innovation of thinking mode in visual communication design, and then visually cure the audience's mental anxiety, effectively alleviate the anxiety degree of mental anxiety people, and promote the harmonious development of society.

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## ANALYSIS ON THE CAUSES OF E-COMMERCE SHOPPING BEHAVIOR CHOICE ANXIETY

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**Background:** With the continuous development of computer information technology and network technology, the business and trade situation has also undergone great changes. The e-commerce model has gradually sprung up and developed rapidly. Now it has become one of the mainstream shopping methods of consumers in China. E-commerce is 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. Governments, scholars and business people in various countries have given many different definitions according to their status and different angles and degrees of e-commerce participation. But generally speaking, e-commerce is defined as a business activity centered on commodity exchange based on Internet technology, computer technology and information technology. China's e-commerce industry is developing rapidly. According to previous reports, with the support of various government e-commerce policies, the transaction scale of China's e-commerce market has exceeded 10 trillion in 2014, which has become an important part of China's market economy and greatly promoted the development and growth of China's national economy. In addition, at the end of 2013, the e-commerce industry provided China with more than 2 million direct jobs, such as customer service and shopkeepers, and more than 16 million indirect jobs, such as couriers and logistics drivers. Therefore, the e-commerce industry has greatly solved the employment problem in China, improved the social stability and promoted the harmonious development of society to some extent.

Today, with the continuous development of e-commerce industry, many e-commerce platforms, such as Taobao and JD, provide a large number of products, and many of them have similar functions, appearance and prices. This leads to some consumers' choice anxiety, which leads to irritable psychology, reduces consumption desire and makes it difficult to make purchase decisions. Therefore, analyzing the causes of e-commerce shopping behavior choice anxiety can find a way to alleviate consumers' choice anxiety, and then promote consumers to make purchase decisions, which promotes the development of e-commerce industry to a certain extent, so as to promote the development of social economy. Choice anxiety disorder is a kind of anxiety symptom caused by people in the face of a need to choose one of several options without much difference. After years of research, some economists and consumer scientists have put forward a phenomenon that the more similar products they face, the more serious consumers' choice anxiety will be. In this case, reducing the types of similar products and reducing the number of consumers' options can effectively alleviate consumers' choice anxiety and promote consumers to make shopping decisions. In view of the above problems, the research puts forward several strategies: reducing the recommendation of similar products on e-commerce platforms. Manufacturers and merchants improve the quality of their products. Provide better commodity value and information. Improve the business reputation mechanism. The above strategies can effectively alleviate consumers' choice anxiety, promote consumers to make purchase decisions, and promote the development of e-commerce industry to a certain extent, so as to promote the development of social economy.

**Objective:** With the continuous development of e-commerce industry, many e-commerce platforms, such as Taobao and Jingdong, provide a large number of products, and many of them have similar functions, appearance and price. This leads to some consumers' choice anxiety, which leads to irritable psychology, reduces consumption desire and makes it difficult to make purchase decisions. In view of the above problems, the research puts forward several strategies to effectively alleviate consumers' choice anxiety, promote consumers to make purchase decisions, and promote the development of e-commerce industry to a certain extent, so as to promote the development of social economy.

**Subjects and methods:** 200 e-commerce consumers were selected as the research objects, including 61 males and 139 females, aged 18 - 32 years. Formulate a questionnaire to investigate the research objects to obtain the causes of consumers' choice anxiety. Self-rating Anxiety Scale (SAS) was used to evaluate consumers' choice anxiety.

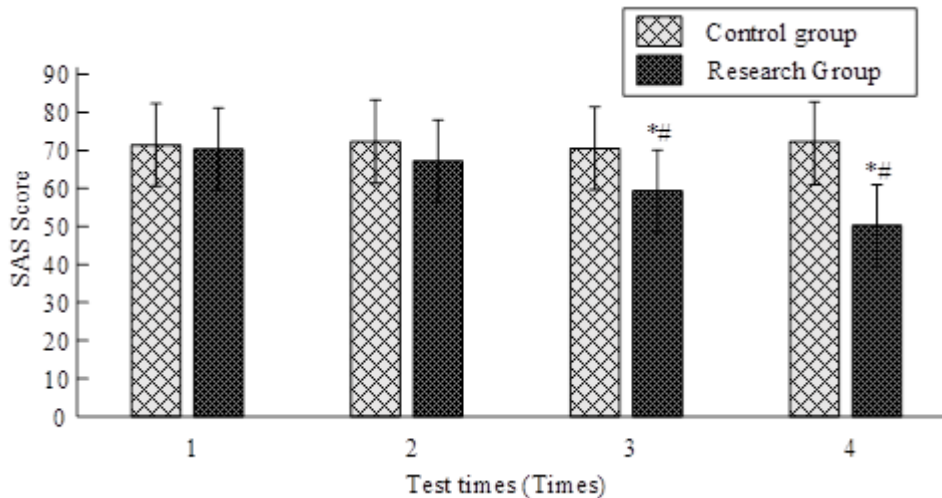
**Research design:** 200 e-commerce consumers were randomly divided into research group and control group, with 100 people in each group. For the two groups of research objects, the research objects are invited to choose one of their favorite products from a certain number of similar products at regular intervals. The number of product types for the study group decreased gradually, while there was no change in the control group. SAS scale was used to evaluate the choice anxiety of two groups of consumers.

**Methods:** The relevant data were processed and analyzed by software SPSS 17.0.

**Results:** In several tests, with the reduction of options for similar products, the selection anxiety and selection time of consumers in the study group were also reduced ( $P < 0.05$ ). In the control group, there was no significant change in choice anxiety and choice time ( $P > 0.05$ ). The selection anxiety of the two groups of consumers is shown in Figure 1.

**Conclusions:** E-commerce industry has greatly solved the employment problem in China, improved the

social stability and promoted the harmonious development of society to some extent. Consumers' choice anxiety will reduce consumers' consumption desire, affect consumers to make purchase decisions, and is unfavorable to the development of e-commerce industry. This paper discusses the causes of e-commerce shopping behavior choice anxiety, and puts forward solutions to effectively alleviate consumers' choice anxiety, promote consumers to make purchase decisions, and promote the development of e-commerce industry to a certain extent, so as to promote the development of social economy.



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

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## RESEARCH ON THE DEVELOPMENT TREND OF QUANTITATIVE INVESTMENT UNDER THE BACKGROUND OF COGNITIVE IMPAIRMENT AND ITS ENLIGHTENMENT TO CHINA

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**Background:** With the transformation and upgrading of market economy, the financial environment is also changing. Before investing, investors will summarize, summarize and analyze the objective laws of the financial market to ensure that their investment can get enough return. In recent years, the concept of quantitative investment began to rise in China, changed the traditional investment concept and provided better investment opportunities for investors. Quantitative investment is an investment strategy based on statistics, integrating and analyzing many data, extracting valuable information from a large amount of information, and then providing basis and support for investors' later investment decisions. When making quantitative investment, managers will build a quantitative investment model according to the information program, and use the model to detect and analyze the rationality and rate of return of investment activities. When the test results of the quantitative investment model show that the investment has great profit possibility, the investor can invest. On the contrary, we need to invest carefully. By constructing a quantitative investment model, we can reduce the impact of external factors on investors' behavior and thought and maximize income. From the above description, we can know that the two characteristics of quantitative investment, namely stable performance and rational investment, can reduce the investment risk of investors. The essence of quantitative investment is to use a large number of quantitative investment models to detect the investment of investment projects. At present, China's quantitative investment is still in a relatively primary stage, the practical experience of quantitative investment is less, the relevant theories of quantitative investment are relatively backward, and the steps and procedures of quantitative investment are relatively simple.

Cognition refers to a series of physiological, psychological and social behaviors, including learning, memory, language, thinking, emotion, spirit and so on. Cognitive impairment refers to the impairment of brain intelligent processing related to learning, memory and logical thinking judgment, resulting in learning impairment, memory impairment, aphasia, amnesia and other pathological conditions. In the research,