

demand.

Results: (1) Innovative experimental research on visual psychology in communication design. There are some differences in the imaging of human left eye and right eye. Therefore, vision will perceive a variety of hallucinations. (2) Interactive research of visual psychology in visual communication design. In visual communication design, the spatial expression of object image has multiple levels of dimensions, and the composition of each dimension is different. (3) Space construction of visual psychology in visual communication design. At this stage of graphic design, the design for space is mainly divided into real or virtual. By processing the color or pattern of the object image, the spatial level of position and distance relationship is generated, and combined with the spatial device, the overall design is more in-depth.

Conclusions: In the new era, the network technology is increasingly developed, and the art design that can be carried out is emerging one after another. In order to convey the designed art to the audience, the designer starts from the visual point of view, uses visual psychology to analyze the audience's psychology, and presents some eye-catching pictures and images through scientific and technological means to impress the audience. Vision is an embodiment of thinking activities and the immediate reaction of people when they see some pictures. Therefore, visual psychology is mysterious. Designers not only expand their ideas through visual psychology, but also add a lot of interest to graphic design. Visual communication design is not synonymous with mechanized operation, but an artistic creation that reveals the brilliance of human nature. A good designer should also be a master of psychological application. In visual communication design, whether it is the design idea conception process, or the selection of design methods and the implementation of design process, it needs the flexible application of psychological skills, and finally presents a more perfect work.

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TRANSFORMATION OF E-COMMERCE OPERATION MODE BASED ON CHANGES IN CONSUMER PSYCHOLOGY FROM THE PERSPECTIVE OF NETWORK ECONOMY

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Background: The so-called network economy era refers to the new economic era in which the increasing popularity of the network has brought great changes to the economy in the environment of the information age. Compared with the previous economic era, the network economy era has its own remarkable characteristics. It is mainly based on knowledge and forms a new core of economic activities to add creativity and apply knowledge. In the network economy era, the network can be used to collect, acquire, process and comprehensively apply knowledge. At the same time, it can integrate its own unique creativity and build it into a new economic product design. The important asset status of plant and land in the traditional economy is gradually being replaced by knowledge, and the methods of asset evaluation, operation, management and organization are also changing. Adhering to innovation and "eliminating their own products" has become the survival law of enterprises in the era of network economy. Under the network economy environment, the key to the development of e-commerce model lies in the innovation of e-commerce model. It can be seen that the innovation of e-commerce model in the era of network economy has important practical significance.

Subjects and methods: Based on the changes of consumers' consumption psychology from the perspective of network economy, this paper studies the operation mode of e-commerce in order to help the development of e-commerce.

Study design: Diversification characteristics. In the era of network economy, enterprises continue to use the traditional single marketing means in the past, which is bound to fail to meet the real needs of the development of the new economic era.

Cooperative characteristics. At present, although China's e-commerce industry is facing more development opportunities under the new network economic development environment, at the same time, the increasingly fierce market competition also makes many problems in the development and application of e-commerce model. Under this situation, enterprises have differences in product R & D innovation and technical level. These differences promote the emergence of the cooperation mode of e-commerce application. More and more enterprises with low development level actively learn from the advantages of enterprises with technological innovation ability and super management ability, driving their innovation and enhancement in product R & D. In this process, enterprises with technological innovation ability and super management ability can also seize the opportunity of cooperation and expand their own field. Based on the e-commerce model under the characteristics of cooperation, they can effectively control and supervise the

risks in all links during operation.

Methods of statistical analysis: In the process of online shopping, consumers show the tendency of close contact with the outside due to the multi-channel availability and in-depth understanding of product information. Consumers have various sources of product information, and their understanding of product information is mainly completed through four channels: official website, acquaintance recommendation, previous consumer purchase evaluation and platform media information.

Results: Adhere to the consumer centered e-commerce operation strategy. Consumers have the initiative in shopping. When choosing e-commerce operation strategies, they must always put consumers in the first place in strategy formulation, pay attention to consumers' psychological changes and a series of consumption behaviors caused by them, find products that consumers are interested in, and stimulate their basic interests and concerns. Let consumers have the psychology of active understanding of goods, guide them to further transform this psychology into specific purchase actions, and encourage consumers to share their purchase experience.

Deeply grasp the psychological needs of consumers at different levels. Under the background of the continuous development of network economy, the core of e-commerce operation is to deeply grasp the psychological needs of consumers at different levels. The psychological needs of consumers are complex and changeable. It can be seen that consumers' consideration of product purchase is affected by a variety of psychological factors. Grasping consumers' psychological needs at different levels is an important link in the formulation of e-commerce operation strategy.

Conclusions: In the period of network economy, the new changes in consumer psychology are both opportunities and challenges for e-commerce. These changes have greatly inspired e-commerce operation. E-commerce should adhere to the consumer centered operation strategy, deeply grasp the psychological needs of consumers at different levels, pay close attention to the key elements affecting consumers' psychological changes, explore the operation mode that can mobilize consumers' purchase enthusiasm, and actively broaden the online marketing communication channels of products, so as to achieve the success of operation.

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INFLUENCE OF HIGHER VOCATIONAL COLLEGE STUDENTS' EDUCATIONAL MANAGEMENT ON ALLEVIATING COLLEGE STUDENTS' PSYCHOLOGICAL ANXIETY IN THE NETWORK AGE

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Background: The training objectives of higher vocational colleges put more emphasis on the cultivation of students' comprehensive professional ability. Through the implementation of the training objectives, we can formulate a scientific and effective blueprint for students' development and lay a foundation for promoting students' comprehensive and harmonious development. In the original higher vocational education management, due to the subjectivation and lag of managers' decision-making and the lack of teachers and management experience, problems such as low resource utilization efficiency and lack of personalized management occur frequently, which seriously affects the school running level and teaching quality of higher vocational colleges. Under the background of big data era, the combination of big data technology and higher vocational education management activities provides technical support for higher vocational education management in information collection, analysis and processing, and then promotes the improvement of teaching management level, efficiency, resource allocation and assessment. There are a large number of students in higher vocational colleges. Students are the main group using information technology. Using network information can deeply and comprehensively understand the situation of students and teachers in learning activities. In the process of continuously deepening education reform, the education management mode of higher vocational college students has undergone profound changes. Innovating efficient management concept, management mode and management system has become an important goal and task for the innovation and practice of higher vocational college students' education management mode.

After entering higher vocational colleges, many college students have varying degrees of anxiety and emotional regulation problems due to the change of students' role and identity, the impact of the social environment and their own psychological development characteristics. Research has shown that about 20% - 47% of higher vocational college students have varying degrees of psychological discomfort, and anxiety is the highest incidence of psychological problems. When dealing with the relationship between the external