

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

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. Moderate anxiety helps to stimulate the motivation of students' efforts, which has a certain positive significance, but long-term persistent anxiety will affect the physical and mental health, work and study of higher vocational college students. Understanding the psychological development characteristics of college students, paying attention to their anxiety in the problems they encounter in education and learning, and properly intervening them will help students establish a good and healthy psychological 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 higher vocational education management with the help of the Internet, and then intervenes the psychological anxiety of college students, in order to provide guiding suggestions for the alleviation of college students' anxiety.

Research objects and methods: 425 college students with different degrees of anxiety in a higher vocational college were selected as the research objects, and the method of stratified cluster sampling and experimental grouping was adopted. With the help of Self-rating Anxiety Scale (SAS) and interview records, this paper analyzes the psychological anxiety of college students and explores its influencing mechanism.

Method design: The subjects were divided into experimental group and control group. The control group studied in the original way of education management, and the experimental group innovated the way of education management in resource allocation, assessment and evaluation, student management and so on with the help of network information management platform. After 3 months, the data of Anxiety Psychology and anxiety level of college students were collected and evaluated by using SAS scale score and interview results. 424 questionnaires were collected, 12 invalid questionnaires were excluded, and 412 valid questionnaires were left, with an effective rate of 97.16%.

Methods: With the help of social statistical analysis tool SPSS 20.0, the differences in anxiety level and remission of students before and after the intervention of network information management platform in teaching management were statistically compared.

Results: With the help of network information tools, the educational management of higher vocational college students was innovated. The results showed that this method had a significant improvement effect on alleviating college students' psychological anxiety, and there was a significant difference in SAS scores between the two groups before and after the experiment, which was statistically significant. 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	Experience group		Control group	
	Average value	Standard deviation	Average value	Standard deviation
Interpersonal relationship	3.15	1.95	3.77	2.31
Learning state	2.86	1.19	3.02	1.39
Employment prospects	3.25	1.98	4.58	2.05
Life emotion	2.74	1.48	3.96	1.64

Conclusions: To deepen the reform of higher vocational education management system, we must clarify the guidance, guarantee and support system of education management system and mechanism from the innovation of education and teaching management concept. At the same time, higher vocational education should actively and reasonably use information platform tools, grasp the opportunities of network information for the development of higher vocational education, and pay attention to students' psychological anxiety in learning and life, help them improve their mental health level and comprehensive quality.

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RESEARCH ON THE CONSTRUCTION PATH OF DIGITAL GOVERNMENT UNDER THE BACKGROUND OF PUBLIC MANAGEMENT PSYCHOLOGY

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Background: At present, the research of public management psychology is quite weak in China. From the development of public management practice and management psychology, it is necessary to strengthen the research of public management psychology. With the rapid development of the new generation of information technology, the global economy and society are in a period of great change. Our country and local governments at all levels have deeply realized that digitization and informatization are important driving forces for economic and social development. The outline of the 13th Five Year plan clearly upgraded the big data strategy to a national strategy, opened an unprecedented development space for the development of the big data industry, and promoted the sharing, opening, development and application of big data. It can be said that digital construction has become a booster for the government's own reform, sustainable social development and economic transformation and upgrading. Provinces have carried out provincial digital development one after another, such as the proposal of digital Shandong, digital Guangdong and digital Zhejiang, which reflects the determination and direction of local digital construction. With the overall digital transformation of economy and society, it is increasingly urgent to speed up the construction of digital government. Research and put forward suggestions on accelerating the construction of digital government infrastructure system. Guided by the needs of serving the public and the development of digital economy, it is proposed to give priority to application innovation in four aspects: government service, business environment, integrity system and the development and utilization of government data, so as to systematically improve the intelligent level of digital government.

Subjects and methods: The new generation of information technology represented by big data is developing rapidly, and great changes are taking place in the economy and society. In recent years, in order to meet the requirements of the new situation and new development, local governments have put forward digital construction and development plans to varying degrees and put them into action. However, in the actual construction process, it is found that there are some problems, such as incompatible information systems, inconsistent data definition specifications, blocked data use, and uncoordinated data business. It is urgent to solve them with the help of standardized and unified working methods.

Study design: The historical development of psychology, management and management psychology makes us clearly realize that we must strengthen the research of public management psychology. There are urgent needs in both theory and practice. Strengthening the research of public management psychology also has theoretical and practical significance. The rich achievements of public management psychology research will certainly help to promote psychology, management. The further development of management psychology and other disciplines also has strong practical guiding significance for promoting the construction of psychology, management and public management, and promoting the development of public management practice.

Methods of statistical analysis: (1) The government's digital supply capacity is poor. Although China has made some achievements in the construction of digital government, the objectives and development strategies of digital government construction are not clear at the national level, and the management norms and promotion mechanism of digital government are not clear enough.

(2) The publicity and sharing efficiency of effective government information is not high. There are some problems in the information database published by Chinese government departments, such as limited data, single format and outdated data.

(3) The government lacks digital government management talents. The lack of introduction and capital investment of high-tech innovation and high-level talents makes the current government talent team lack of relevant personnel, unable to mine high-value data information to promote the modernization of government governance, and unable to timely and effectively apply the analyzed data information to government governance and public services.

Results: Improve the digital supply capacity of government services. The construction of digital government is a complex and systematic project, which requires the government to first determine the construction goal of a digital government from the national level, establish a strong promotion mechanism, strengthen the overall planning, overall allocation of resources and clarify the promotion rhythm. Secondly, we should focus on key areas of people's livelihood, accelerate the creation of a number of high-quality projects of digital government, increase financial support for big data application platforms, and further promote the digitization of digital government.

Improve the utilization of resources and information in government services. First, we should improve the content quality of government information resources and strive to provide accurate, accessible and