

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.

* * * * *

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

Lin Qi

School of Tourism Management, Wuxi Vocational Institute of Commerce, Wuxi 214153, China

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.

* * * * *

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

Suyu Rao

Enrollment and Employment Office, Zhejiang Technical Institute of Economics, Hangzhou 310018, China