

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.

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

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**Background:** Colleges and universities are the dividing point between students' campus career and social life. In colleges and universities, the learning environment, interpersonal relationship and teaching mode are different from those in the past. Some students can't adapt to these changes, resulting in mental health problems and anxiety disorders. Anxiety is a kind of negative emotion caused by the inconsistency between expectation and reality, or uneasiness, fear and anxiety about the future. When this emotion is excessive, or the backlog time is too long, it will lead to students suffering from psychological diseases and affect students' physical and mental health. Many experts have pointed out that moderate anxiety can help students set goals, study harder and improve learning efficiency. However, if anxiety is excessive, it will affect the physiological function of some organs of students, thus reducing the quality of life of students, affecting students' normal life and learning, and even making students have negative psychology such as learning weariness and world weariness. Therefore, finding an effective way to alleviate college students' psychological anxiety is of great significance to the future development of college students.

Since the 20th century, with the rapid development of computer technology and Internet technology, the network has gradually integrated into all walks of life and played an important role. At the same time, it also marks that China has entered the network era. The network era provides new modes and ways for the education industry, such as distance teaching, online teaching, online class teaching and so on. In addition to the new teaching mode, the network era also provides a driving force for the innovation of school education management mode. Colleges and universities are the main venues for cultivating higher talents for the society. Therefore, the educational management of colleges and universities has attracted the attention of people from all walks of life. Educational management refers to the activity process that school managers provide organization and coordination of educational teams, so as to maximize the information role of educational human resources, educational capital and educational material resources, and make use of the internal favorable conditions of education to realize the efficient educational management of students. The application of network not only improves the efficiency of college students' education and management, but also becomes an important means to alleviate students' anxiety. However, there are some defects in the education management under the background of the network age, and the alleviating effect on college students' psychological anxiety is not ideal, which needs to be further improved. School psychology is a kind of applied psychology and the application of psychology in school education practice. The main research content of school psychology is to scientifically and reasonably evaluate the students' mental health level and the school's psychological education level, improve the education mode according to the evaluation results, and carry out psychological intervention on students. Therefore, combined with school psychology, the research improves the education management under the background of the network era, hoping to find an effective way to alleviate college students' psychological anxiety and transport high-quality and high-level talents for the society.

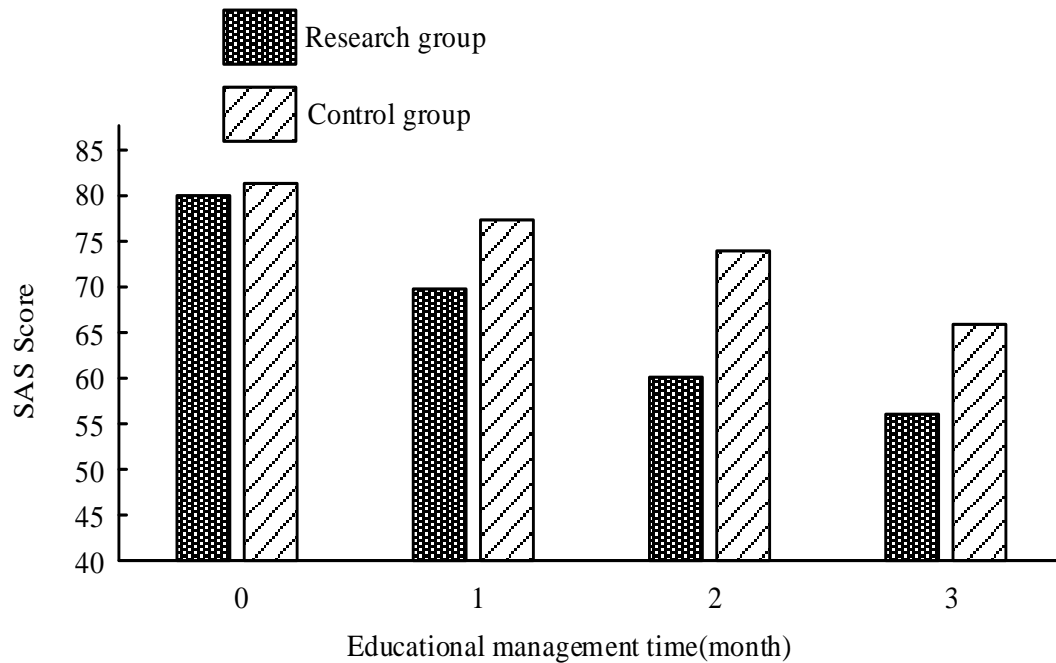
**Objective:** In colleges and universities, the learning environment, interpersonal relationship and teaching mode are different from those in the past. Therefore, some students have problems in their mental health and suffer from anxiety disorder. Anxiety will affect students' normal life and study. Therefore, finding an effective way to alleviate college students' psychological anxiety is of great significance to the future development of college students. The application of network not only improves the efficiency of college students' education and management, but also becomes an important means to alleviate students' anxiety. However, there are some defects in the education and management under the background of the network era, and the alleviating effect on college students' psychological anxiety is not ideal. Combined with school psychology, the research improves the education management under the background of the network era, hoping to find an effective way to alleviate college students' psychological anxiety and transport high-quality and high-level talents for the society.

**Research objects and methods:** 80 students with different degrees of anxiety were selected by random sampling in five colleges and universities, including 43 boys and 37 girls. Self-rating Anxiety Scale (SAS) and Self-rating Depression Scale (SDS) were used to evaluate the degree of psychological anxiety of students.

**Research design:** 80 students were randomly divided into research group and control group with 40 people in each group. Among them, the students in the research group used the improved model based on school psychology to carry out educational management. The control group used the traditional model for education management. After 3 months, the degree of psychological anxiety of the two groups of students was compared.

**Methods:** The relevant data were processed and analyzed by software SPSS22.0.

**Results:** After 3 months of education management, the anxiety level of students in the study group decreased significantly compared with that before education management ( $P < 0.05$ ). The anxiety level of students in the study group was significantly lower than that of students in the control group ( $P < 0.05$ ), as shown in Figure 1.



**Figure 1.** Anxiety changes of two groups of students

**Conclusions:** Colleges and universities are the dividing point between students' campus career and social life. In colleges and universities, the learning environment, interpersonal relationship and teaching mode are different from those in the past. Some students can't adapt to these changes, resulting in mental health problems and anxiety disorders. The application of network not only improves the efficiency of college students' education and management, but also becomes an important means to alleviate students' anxiety. However, there are some defects in the education management under the background of the network age, and the alleviating effect on college students' psychological anxiety is not ideal, which needs to be further improved. Combined with school psychology, this study improves the educational management under the background of the network era. The results showed that after 3 months of education management, the anxiety level of students in the study group decreased significantly compared with that before education management ( $P < 0.05$ ). The anxiety level of students in the study group was significantly lower than that of students in the control group ( $P < 0.05$ ). Therefore, based on school psychology, improving the education management under the background of the network era can effectively alleviate the psychological anxiety of college students and transport high-quality and high-level talents for the society.

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## EXPLORATION AND REFLECTION ON COLLEGE ENGLISH INFORMATION TEACHING PRACTICE UNDER COGNITIVE IMPAIRMENT

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**Background:** Cognition refers to the brain's intelligent processing of acquired information and skills. In the process of cognition, it will involve a series of complex social behaviors and activities such as learning, memory, emotion, thinking and so on. When the human cerebral cortex is damaged by various factors, the brain's intelligent processing process will be limited and abnormal, which will lead to cognitive impairment. The clinical manifestations of cognitive impairment are mainly divided into three aspects: perception impairment, memory impairment and thinking impairment. Sensory impairment includes sensory retardation, sensory allergy, sensory deprivation, sensory deterioration, internal discomfort, pathological illusion, etc. Memory impairment mainly refers to memory errors or defects, as well as strong memory and other symptoms. Thinking obstacles mainly include thinking logic obstacles, delusions, association process obstacles, abstract generalization process obstacles and so on. Under the negative influence of different