

Survey object	Freshman	Sophomore	Junior	Senior
Educational philosophy	1	2	1	2
Publicity and popularization	1	1	1	1
Intervention mechanism	2	1	2	1
Resource allocation	1	1	1	2

Conclusions: Strengthening the development of college students' mental health in higher education can effectively enhance college students' psychological tolerance and pressure resistance, improve college students' mental health level, alleviate college students' psychological anxiety and depression, and reduce the probability of mental health problems in college students. And the development of mental health education has a direct impact on the improvement of college students' comprehensive quality and ability. College students' mental health education lays a solid psychological foundation for college students' professional knowledge and skill learning through the cultivation of college students' psychological quality and character and morality, which is conducive to the all-round and healthy development of college students.

Acknowledgement: The research is supported by: Research Program of Chongqing University of Education: Construction of College Students' Life Education Curriculum System Based on OBPP Project Experience (Grant No. KY202105C).

* * * * *

COPING STRATEGIES OF COMMUNITY ELDERLY CARE SERVICE SYSTEM FOR THE ELDERLY WITH MILD COGNITIVE IMPAIRMENT

Chidan Ni

Shenzhen Elderly and Healthcare College, Shenzhen Polytechnic, Shenzhen 518055, China

Background: With the aggravation of China's aging population, the domestic elderly population shows a stable growth trend. According to the statistical data released by the Ministry of civil affairs, by 2016, the number of elderly people over the age of 60 has exceeded 230 million, and the number of people over the age of 65 has exceeded 150 million. With the aging of population, the number of patients with some age-related diseases is also increasing, among which the problem of cognitive impairment is particularly prominent. Cognitive impairment is a kind of mental disease in which the brain cognitive level is in the transition state between normal aging and dementia. Patients often have symptoms such as the decline of advanced brain functions such as memory, emotion and logical analysis ability. Although this decline is not serious enough to affect their normal life in most cases, it will make some elderly people depressed confusion, depression and other bad emotions. Moreover, relevant studies show that the elderly living in community elderly care institutions have a higher degree of life pattern due to the lack of communication with their relatives, and the cognitive impairment of this group is more serious. At present, the mainstream solution to the problem of cognitive impairment of the elderly at home and abroad is drug intervention. However, the treatment cycle of drugs is generally longer, and the side effects and adverse reactions brought by drug treatment are significantly higher than those in the placebo group in relevant experiments. Therefore, in recent years, the research on the choice of non-drug treatment for cognitive impairment of the elderly in community elderly care institutions has gradually increased, but the specific combination of non-drug intervention can achieve more significant treatment effect has not been determined.

Objective: Aiming at the cognitive impairment of the elderly in community elderly care service institutions, this study collects, analyzes and arranges the information on the life and cognition of the elderly in many elderly care institutions, tries to find out the main factors leading to the cognitive impairment of the elderly, and puts forward non drug intervention methods with significant effect and feasibility, then the experimental method is used to verify the effectiveness and feasibility of the intervention, in order to provide some reference opinions and exploration routes for alleviating the cognitive impairment of China's elderly population and improving the means of living of the elderly in elderly care institutions.

Objects and methods: Seven professional pension institutions with different scales and management modes were randomly selected from multiple provinces and cities in China. After reaching research cooperation with the selected elderly care institutions, collect complete basic information, life state information and cognitive state information of the elderly from the institutions. Some of the features are

processed by feature extraction, feature digitization and normalization. The information style of the processed data set is shown in Table 1.

Table 1. Partial data display of elderly cognitive impairment data set in elderly care institutions after data cleaning and feature processing

Number	Feature name	Characteristic interpretation	Feature type
01	Age	In pension institutions, the age of the elderly is accurate to two decimal places	Continuous decimal
02	Gender	-	Integer of type 0 and 1
03	Life hobby	When there are multiple hobbies that the subjects most often develop and like, only the favorite one is selected	Continuous positive integer
04	Weekly exercise duration	It is calculated according to the situation of the latest quarter, and the unit is minutes	Continuous decimal
05	Average sleep time at night	The unit is hour	Continuous decimal

Then build a multiple regression model based on ridge regression algorithm, input the processed data set into the regression model (the label of the data set is the cognitive impairment level of the sample), and output the importance coefficient of each feature after manually adjusting the super parameters of the model to make the classification accuracy of the cognitive impairment level of the sample reach more than 80%. According to the value of each coefficient and the correlation between them, targeted non drug intervention measures were designed. 84 elderly people with mild cognitive impairment were selected from nursing institutions and asked to implement non drug intervention measures. After 3 months, they were interviewed to understand the treatment of cognitive impairment.

Results: The probability of cognitive impairment was 2.4% and 7.9% respectively between the elderly who needed to use a lot of brain function hobbies such as manual production, chess sports, video games and reading, who had the habit of going to bed early and getting up early and regular exercise, and who had frequent contact with their relatives and the elderly who did not have any of the above behaviors, and 69.9% lower than the latter. After the intervention, the number of elderly people with cognitive impairment decreased by 38.

Conclusions: Based on the results and data obtained from the research, the research team puts forward the following suggestions. It is suggested that the elderly should reasonably adjust their work and rest habits, appropriately increase their exercise time and contact frequency with their relatives. When conditions permit, pension institutions should also cooperate with the elderly to cultivate and carry out various interests and hobbies that help to promote brain activities, and take measures such as regular power failure organize regular social activities to support the elderly to develop more beneficial habits.

Acknowledgement: The research is supported by: Research on Lifelong Education System under the Background of Aging Society (Research Fund Number 702132006); Research on the Supply of Community Elderly Education in Shenzhen under the Background of Aging (Research Fund Number 7021320013); Research on the Construction of Lifelong Education System under the Background of Aging Society (Research Fund Number 702132009).

* * * * *

RESEARCH ON ENTERPRISE INNOVATION MANAGEMENT MODE SELECTION AND INNOVATION PERFORMANCE FROM THE PERSPECTIVE OF COGNITIVE PSYCHOLOGY

Weixuan Hu¹, Yulan Bu¹ & Zhenming Yue²

¹*School of Management, Tianjin University of Commerce, Tianjin 300134, China*

²*School of Management, Jilin University, Changchun 130022, China*

Background: Cognitive psychology is a branch of psychology rising in the middle of last century. The research objects of cognitive psychology in a broad sense are human perception, creativity, language, logical thinking, memory and other advanced psychological processes. Cognitive psychology emphasizes the influence of environment on human cognition and behavior, that is to say, without environmental