

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.

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

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**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

stimulation, human beings will not subconsciously connect themselves with the environment and think about various affairs and phenomena. At present, most Chinese enterprises are affected by the epidemic and the Sino US trade war, and the external business environment has deteriorated. Therefore, if enterprises want to maintain their own industry competitiveness and maintain or improve their business profits, they need to further innovate the long-term management and performance management model to stimulate employees to optimize their work processes and work quality, which requires managers to have a sufficient understanding of employees' cognition and psychological situation. For example, the cognitive model of some employees is very different from that of managers. They don't care much about the development and profitability of the company, but about the balance between work and life. Giving them higher overtime subsidies has little incentive effect, and rewarding their extra holidays can get twice the result with half the effort. It can be seen that the knowledge theory of cognitive psychology has certain reference and reference significance for enterprise innovation management and performance model. Therefore, this study focuses on exploring the use of cognitive psychology to innovate the enterprise management model and performance calculation model, in order to provide some useful suggestions for improving the business efficiency and anti-risk ability of Chinese enterprises.

**Objective:** To analyze the operation status and management mode of enterprises by using cognitive psychology, so as to put forward innovative and improvement suggestions on enterprise management mode and performance rules, and design and carry out examples to verify the effectiveness of these suggestions, so as to provide some useful ideas for the sustainable development of small and medium-sized enterprises in China under the complex economic environment.

**Participants and methods:** 16 enterprises that are willing to participate in the study and have little difference in scale of operation, industry distribution and number of employees were randomly selected from China. Then 224 employees willing to participate in the study were selected from these enterprises, and the employees were grouped according to their companies, including 110 in the psychological innovation group and 114 in the normal innovation group. First, make statistics on the work information of the two groups of employees to ensure that the data obtained from subsequent experiments are sufficiently comparable. If one or more items of work information are significantly different, the employees in the group should be adjusted or innovatively grouped until there is no significant difference between the two groups. Then, the management of the psychological innovation group is required to carry out the innovation of management mode and performance rules combined with cognitive psychology. The normal innovation group is required to innovate in the same field, but there are no requirements for its specific innovation direction and mode. The innovation and reform time is 6 months, and then the income of employees participating in the research before and after the reform is collected from the human resources department or senior executives of the companies of the two groups Work error rate, satisfaction with the company and other core indicators related to work.

**Results:** After the six-month innovation and reform experiment, the statistical data of various work-related indicators of the two groups of employees are shown in Table 1.

**Table 1.** Comparison of multiple work indicators of the two groups of employees before and after the test

Statistical time	Statistical indicators	Psychological innovation group	Normal innovation group	<i>t</i>	<i>P</i>
Before test	Job satisfaction	3.72±1.38	3.74±1.17	0.649	0.812
	Average monthly income	6442±3168	6529±3024	0.784	0.846
	Average work error rate (%)	3.57±1.30	3.55±1.28	0.116	0.908
After test	Job satisfaction	4.17±1.29	3.72±1.25	2.121	0.035
	Average monthly income	7406±1543	6820±2195	2.304	0.022
	Average work error rate (%)	2.70±0.96	3.24±0.84	4.485	0.000

Note that the job satisfaction in Table 1 is quantitatively evaluated according to the 5-point system, and the average monthly income and average job error rate are calculated according to the situation in the last two months. It can be seen from table 1 that before the reform test, the *p* value of *t*-test on the three indicators of the two groups of employees was much greater than the significance level, and the data difference was not statistically significant, that is, the data were comparable. After the experiment, the average job satisfaction, average monthly income and average job error rate of the psychological innovation group were 4.17, 7406 and 2.70 respectively, which were 12.10%, 8.59% and 16.67% higher than those of the normal innovation group. And the difference was statistically significant.

**Conclusions:** In order to explore the effect of the application of cognitive psychology in enterprise management mode and performance innovation, this study cooperates with many domestic enterprises to

carry out the reform experiment of management and performance mode combined with cognitive psychology. The test results show that there is no significant difference in the three work indicators before the test between the employees of the two groups with different reform methods. After the experiment, the job satisfaction and average monthly income of the employees in the psychological reform group have increased by 12.10% and 8.59% compared with the normal reform group, and the average job error rate has decreased by 16.67% compared with the latter. The test results show that when carrying out the innovation and reform of enterprise management mode and performance rules, the local fine-tuning of reform measures considering employees' cognitive psychology will help to improve the effectiveness of the reform, especially the work quality and income of employees.

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## ANALYSIS ON THE EFFECT OF IDEOLOGICAL AND POLITICAL EDUCATION ON COLLEGE STUDENTS' EMPLOYMENT ANXIETY

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**Background:** Positive psychology is a discipline that tends to analyze the laws of human psychology and emotion from a positive perspective. It uses qualitative analysis and scientific quantitative methods to study the conditions for human beings to obtain and maintain happiness, which is of great significance to promote the quality of human life and improve social stability.

Since the reform and opening up, the demand of Chinese enterprises for talents has increased significantly, and the requirements for talent quality are also improving simultaneously, which is equivalent to putting forward higher employment requirements for Chinese college students. Therefore, in recent years, the employment anxiety of college students in China has become more and more serious. On the other hand, a large number of relevant research documents show that the ideological and political education received by college students during their studies can also alleviate employment anxiety to a certain extent. From a higher perspective, in fact, college ideological and political education can be regarded as a part of college students' employment guidance, which can help college students establish a more scientific and stronger outlook on life during their study and job search values, dispel the depression, disappointment, anxiety, depression and other negative emotions caused by poor employment and poor job search, and even inspire students to design more reasonable and effective job search and interview methods. However, at present, the content of Ideological and political education in colleges and universities in China focuses too much on improving students' political literacy and guiding students to cultivate healthy living habits. There are too few adjustment contents related to employment guidance and bad psychology in employment, and insufficient consideration is given to students' own bad psychological conditions, so it is unable to provide more valuable job-hunting strategies and psychological counseling services for each student. Therefore, the current ideological and political curriculum of higher education in China should integrate the theoretical methods of positive psychology to assist schools to solve many employment problems including employment anxiety.

**Objective:** By analyzing the current employment situation of college students in China, this study summarizes the reasons for college students' employment anxiety, and puts forward a number of feasible treatment measures. Then a comparative experiment is constructed to verify the application effect of the proposed strategy, so as to provide some new ideas for solving the employment problem of college students and improving the employment quality of college students in China.

**Participants and methods:** Five colleges and universities with similar teaching and scientific research levels were selected from China to cooperate with them. First, 236 fourth graders with various degrees of employment anxiety were selected from the full-time college students who will receive ideological and political education in these schools, and they were evenly divided into experimental group and control group, and then they were given ideological and political education, In the ideological and political education of the experimental group, teachers should be required to take targeted teaching according to students' psychological status and employment anxiety, and appropriately increase the positive psychological content in their teaching content, especially the methods used to adjust their own bad psychological emotions. The control group only received the traditional ideological and political education. Three months after graduation, the return visit data of the school on the employment situation of these students participating in the experiment were collected from the graduating university, and analyzed and