

impairment of college students, and to explore the improvement of cognitive impairment under the integration of innovation and entrepreneurship education and new liberal arts education. MMSE mainly includes five levels: orientation, memory, attention and calculation, memory and language ability. The scores of each level are 10, 3, 5, 3 and 9 respectively, with a total of 30 points. Use Excel software to calculate and analyze the evaluation data.

Results: Table 1 shows the comparison results of the average scores of students' cognitive impairment before and after the integration of innovation and entrepreneurship education and new liberal arts education in colleges and universities. It can be seen from Table 1 that before the intervention, the average score of each index of students' cognitive impairment was low, and the total MMSE score was only 19.14, indicating that the symptoms of students' cognitive impairment were serious. After the intervention, the average score of each index increased significantly, and the average total MMSE score of the students reached 28.31, indicating that they did not have cognitive impairment.

Table 1. The average score of students' cognitive impairment before and after the integration of innovation and entrepreneurship education and new liberal arts education in colleges and universities

Evaluation index of cognitive impairment	Before intervention	After intervention
Directional force	7.21	9.12
Memory	1.07	2.93
Attention and computational power	2.13	4.73
Recall ability	1.88	2.79
Language ability	6.85	8.74

Conclusions: Exploring the integration of innovation and entrepreneurship education and new liberal arts education in private colleges under the background of cognitive impairment can provide targeted psychological counseling for college students with cognitive impairment, and significantly promote the integration of the two education modes. Moreover, the integration of innovation and entrepreneurship education and new liberal arts education in colleges and universities can significantly improve students' MMSE score and effectively alleviate their cognitive impairment.

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BIM ASSEMBLY DESIGN BASED ON COGNITIVE PSYCHOLOGY

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Background: Cognitive psychology is a subject that studies the psychological changes and laws of the processing process of collecting information in the brain and the formation process of subsequent thinking. The research objects of cognitive psychology are mainly people's advanced thinking processes, such as perception, attention, memory, language, etc., in contrast to behaviorism psychology, cognitive psychology also studies processes that cannot be directly observed, such as memory processing, storage and extraction. Cognitive psychology pays more attention to the basic psychological causes of human behavior, but the process from psychological state to behavior cannot be directly observed. Therefore, cognitive psychologists can only speculate about this process by analyzing the information received by the object and the behavior generated. Therefore, the research of cognitive psychology often needs to carry out experiments to provide basis and support for speculation, the experimental methods commonly used in this discipline include interview, questionnaire, expert consultation and so on. Prefabricated buildings have higher requirements for technology and need to be constructed without mistakes in the whole process, which is a great challenge for constructors. BIM Technology can solve this problem to a certain extent. BIM Technology can simulate and predict construction projects, and realize optimization on this basis to reduce the original technical difficulty. However, when designing BIM prefabricated buildings, if the cognition and psychological situation of construction personnel are not considered, there may be some unnecessary or more cumbersome construction steps, which will increase the workload of construction personnel, resulting

in irritability, depression and negative psychological mood, which is not conducive to the development of construction.

Objective: To analyze the current situation of construction psychology and cognitive ability of constructors of prefabricated buildings in China, design and carry out comparative construction experiments, and explore the psychological impact of considering the cognitive psychology of constructors on constructors in the design of BIM transfer architecture.

Objects and methods: To investigate the current situation of construction psychology and cognitive ability of constructors of prefabricated buildings in China, and analyze their psychological needs and fear of BIM design and construction. Then a comparative construction experiment is designed to design the two projects in the early stage of BIM prefabricated architectural design in China, and it is necessary to ensure that the selected two projects are generally consistent in terms of building type, construction scale, building geological environment and other conditions. Then, the designers of one of the projects are required to consider the cognitive status and psychological needs of the construction personnel during BIM design (share the above survey results with them) to optimize the design content, especially the cumbersome construction, and determine the construction personnel of this project as the experimental group. The construction personnel of another project are the control group. Then, the mental health of the two groups of personnel was investigated before construction and 1 year after construction. The investigation method was to fill in the SCL-90 scale. In addition, the measurement data in the study are displayed in the form of mean \pm standard deviation for *t*-test. The counting data are displayed in the form of number or proportion of number for Chi-square test, and the significance level of difference is set to 0.05.

Results: The effective data were sorted and entered into the computer, and Amos23.0 software for statistical analysis, and the results in Table 1 are obtained.

Table 1. Survey results of psychological status of construction personnel

Investigation time	Experience group	Control group	<i>t</i>	<i>P</i>
Before construction	1.76 \pm 0.32	1.76 \pm 0.30	0.869	1.205
After construction	1.42 \pm 0.27	1.78 \pm 0.29	0.314	0.003
<i>t</i>	0.270	0.638	-	-
<i>P</i>	0.002	1.173	-	-

In Table 1, the display data of the experimental group and the control group before and after construction are the mean and standard deviation of the single average score of SCL-90. It can be seen from Table 1 that the *P* value of *t*-difference significance test of SCL-90 scores of the two groups before construction is 1.205, which is much greater than the significance level of 0.05. It is considered that the data difference is not significant. After construction, the average scores of SCL-90 single items in the experimental group and the control group were 1.42 and 1.78 respectively, the former was 20.22% lower than the latter, and the *P* value of *t* test was less than the significance level, and the data difference was significant.

Conclusions: In view of the insufficient psychological consideration of constructors in the design of BIM prefabricated buildings in China, unnecessary construction steps and cumbersome construction processes occur many times in the construction process, causing negative emotions such as irritability and depression of constructors. This study investigated the current situation of construction psychology and cognitive ability of constructors of prefabricated buildings in China, and then selected two projects under BIM prefabricated building design to carry out construction experiments. The experimental results show that one year after construction, the average scores of SCL-90 single items of the constructors in the experimental group who adjusted the design content in the design process considering the convenience of construction and the psychological needs of constructors are 1.42 respectively, which is 20.22% lower than that in the control group, and the *P* value of *t* test is less than the significance level, and the data difference is significant. The experimental results show that in the process of BIM prefabricated building design, considering the psychological needs and cognitive level of constructors, adjusting the design content will help to improve the mental health level of constructors.

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THE THEORY AND APPLICATION OF ROAD TRAFFIC SAFETY MANAGEMENT PLANNING FROM THE PERSPECTIVE OF PSYCHOLOGY

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Background: With the development of national economy, China's residents' car ownership has increased rapidly, but a considerable number of drivers have made various non-standard behaviors in road traffic driving due to fluke psychology, anger psychology, racing psychology, comparative psychology and other reasons. As a result, the number of road violations and traffic accidents in China has increased a lot in recent years. The main participants in road traffic accidents are people, and the main causes of traffic accidents are also related to people, especially drivers and pedestrians. For drivers, misjudgment and prolonged reaction time caused by fatigue and mental slack during driving are one of the important reasons for traffic accidents, followed by drivers' overconfidence in their driving skills, so they are willing to try some high-risk driving actions, which greatly increases the possibility of accident. For pedestrians, contempt for traffic rules and excessive trust in vehicle drivers are also important reasons for putting themselves in a dangerous situation. From the above analysis, it can be seen that psychological factors are of great significance for road traffic safety management planning and strategy application.

Objective: To analyze the psychological characteristics and common psychological misunderstandings of pedestrians and vehicle drivers on the road from the perspective of psychology, on this basis, combined with China's road safety management planning strategy, put forward some suggestions conducive to improving road traffic safety, and optimize and verify the reliability of the suggestions through Delphi method.

Objects and methods: Communicate with personnel of many local traffic management government agencies in China, and collect and learn the latest theoretical data of road traffic safety management planning from the open resource database. Then, based on the contact information, this paper puts forward some suggestions conducive to the implementation and application of the current traffic road safety planning theory from the psychological perspective of drivers and pedestrians. 53 experts in traffic safety management and applied psychology were found from China to form an expert group, and the suggestions were sent to the expert group. Each expert was required to evaluate the reliability of the suggestions and whether there were omissions. If there were omissions, the missing methods should be supplemented, and the impact of each method on the application of traffic safety management planning theory should be evaluated. Note that the impact degree shall be evaluated according to five categories: no impact, slight impact, general impact, obvious impact and full impact, and shall be quantified with five integers of 1, 2, 3, 4 and 5 respectively, so as to improve the evaluation accuracy of impact degree. Integrate and adjust the opinions and information fed back by the expert group, and then return it to the expert members again and ask them to evaluate again. The consultation cycle will not be stopped until the opinions of the expert group are consistent.

Results: After the consultation, the final opinions of the expert group were sorted out and Table 1 was obtained.

Table 1. Statistics of expert group consultation results

Proposal	No effect	Slight impact	General impact	Obvious influence	Full impact
Enhance driver safety education	6	17	20	7	3
Common psychological misunderstandings prompted by road electronic signs	1	9	22	18	3
Signs remind pedestrians of psychological misunderstandings	2	5	17	23	6
Add road facilities according to the psychological characteristics of drivers	8	17	16	7	5

The values in the cells in Table 1 represent the number of expert groups who believe that the corresponding suggestions will have a corresponding level of impact on the application of road traffic safety planning theory. According to the analysis of Table 1, the expert group believes that the psychological suggestions of "signs remind pedestrians of psychological misunderstandings" and "road electronic signs remind common psychological misunderstandings" have the most significant impact on the application of road traffic safety planning theory, followed by "adding road facilities according to drivers' psychological