targeted intervention for students with communication and adaptation disabilities can effectively enhance their understanding and grasp of the connotation of employability, help to improve psychological problems and improve their psychological pressure resistance and adaptability. Table 1 shows the statistical difference of scores of students with communication adaptation disorder before and after the experiment.

Conclusions: The level of mental health and communication expression is also one of the core competitive advantages of college students' employability. Targeted intervention for students with communication adaptation disorder is helpful to grasp the changes of their psychological needs and the backward progress of communication adaptation problems, and take targeted intervention measures to help them solve their psychological problems and improve their core professional quality and ability.

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THE IMPACT AND DEVELOPMENT OF CONSUMER BIG DATA PSYCHOANALYSIS ON E-COMMERCE

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Background: Consumer psychology is an independent branch of psychology, which mainly studies the response psychological activities and psychological rules of consumers when purchasing goods according to their own psychology and actual needs under the premise of specific overall social level and consumption level. Psychological activity is the reaction process of human beings when they are controlled by external objective things. When consumers face consumption choices, their own consumption psychological needs, consumption preferences and behavior preferences are affected by consumption psychology, which can be reflected in consumers' behavior. Sellers and designers can also grasp consumers' consumption psychology by observing consumers' consumption behavior, and then meet consumers' consumption psychological needs through a series of promotional activities and other business behaviors. People's consumption activity is not a general mechanical activity, which is manifested in the fluctuation of consumer psychology in a certain field. First, people's consumption psychology is divided into two kinds: consumption psychology caused by physiological factors and consumption psychology caused by social consumption environment. The consumption psychology caused by physiological factors is the consumption psychology dominated by instinct when people are in a natural state, while the consumption psychology caused by social consumption environment is the consumption psychological demand caused by the influence of external social environment, similar groups in life or the overall consumption environment. Relatively speaking, the consumption psychology caused by physiological factors is easier to predict, but the consumption psychology caused by social consumption environment is relatively difficult to predict. In the field of e-commerce, the big data consumption prediction system can summarize and summarize consumer behavior, form a guide map of individual consumption habits and overall social consumption trend, analyze consumption psychology from existing consumption behavior, and predict future consumption psychology. By analyzing the psychological trend of consumers' big data, we can effectively improve the business strategy of e-commerce, achieve the effect of accurate recommendation and guide consumption. Psychology is a science that studies human behavior and psychological laws. Modern psychology believes that psychological perspectives include six aspects: biological perspective, cognitive perspective, behaviorism perspective, whole-person perspective, development perspective and social and cultural perspective. Its theoretical content involves connection theory, behaviorism theory, humanism theory and so on. Psychology focuses on people's cognitive activities, psychological activities, individual spiritual core and influencing factors, and guides people's behavior mechanism and psychological changes from the perspective of long-term development. With the help of psychological perspective and theoretical analysis, the research on the impact and development of consumer big data psychological analysis on e-commerce will help to grasp the psychological needs of consumers and the cognitive law of both sides of the interaction in the e-commerce process.

Objective: In order to better explore the impact of consumer big data psychoanalysis on e-commerce and explore the psychological mechanism in the process of this impact, under the guidance of the internal and external driving factors of consumer purchase psychology, analyze consumer psychology with their existing consumption behavior, and predict the future consumption psychology, so as to guide the correct establishment of consumers' psychological values, rational consumption and improve their mental health level.

Research objects and methods: The study randomly selected 1000 consumers of different ages and

occupations as the research object, evaluated and analyzed consumers' previous consumption psychology, and then conducted psychological guidance and predictive intervention on consumers' behavior with the help of psychological theory, so as to explore the impact of consumers' different emotional orientation and consumption psychology on e-commerce shopping activities under the background of big data. After four weeks of psychological intervention, the consumers' consumption tendency and psychological intervention were randomly analyzed according to the characteristics of consumers' consumption tendency.

Methods: With the help of big data analysis tools, the information of consumers' consumption tendency and psychological status was collected, and then SPSS23.0 statistical analysis tools were used to compare the changes of consumers' consumption psychology, consumption expectation and shopping intention before and after the experimental intervention.

Results: There is a certain correlation between consumers' consumption psychology and their shopping intention, and individual consumption psychology will affect their shopping expectation and behavior. There is a connection between consumption emotion and subsequent shopping behavior. With the help of big data consumption prediction system, it can effectively guide consumers' psychological orientation and then affect their shopping intention. Figure 1 shows the correlation between consumers' positive consumption psychology and shopping intention.
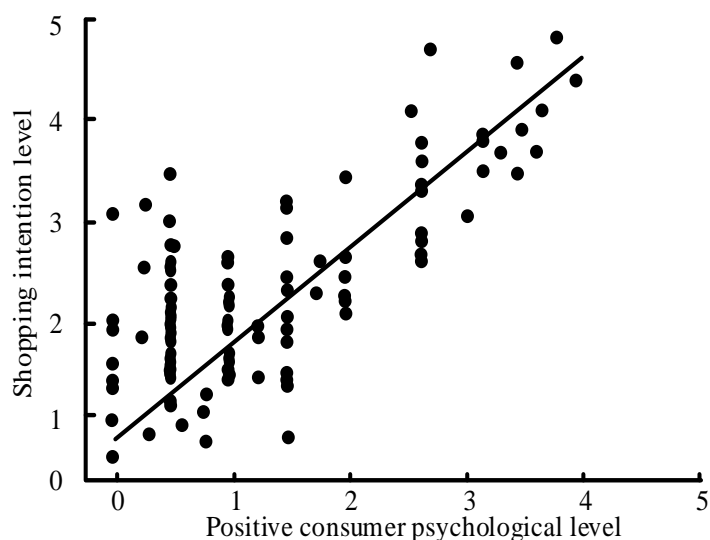

Figure 1. Correlation between consumers' positive consumption psychology and shopping intention

Conclusions: Consumers' purchase behavior will be affected by consumption motivation, perception, learning stimulation and behavior attitude. The big data consumption prediction system can predict consumers' consumption psychology by collecting consumers' past consumption behavior, and then affect their shopping intention. Analyzing consumers' consumption behavior from the perspective of psychology is helpful to the development of e-commerce and the establishment of consumers' correct consumption view.

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THE WAYS TO IMPROVE THE CORE LITERACY OF DIGITAL CREATIVE TALENTS FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology refers to the use of psychological theories or research results to carry out educational intervention, carry out conscious intervention according to the psychological laws and change characteristics of both teaching subjects and objects, and explore its teaching design in a specific situation, so as to achieve the best teaching effect and teaching quality, and improve students'