

enterprises with a certain voice and representation in the cross-border e-commerce industry, reach cooperation with them, and select 132 employees with varying degrees of psychological pressure from the enterprises as the research object. Psychological training was conducted for the personnel of the two enterprises, and after the training, they were required to pay attention to the psychological status of the research objects in the process of enterprise operation, and care for the life of these employees regularly. Once employees were found to have psychological stress problems, they were asked about the source of their psychological stress in time, and then targeted measures were taken, such as comforting and encouraging employees with psychological methods, solving employees' concerns from the company level, Giving employees certain economic compensation, etc. The experiment lasted for 3 months. In addition, before and after the experiment, the subjects were required to self-evaluate the severity of their current psychological stress. The severity of psychological stress was described by five categories: no stress, slight stress, general stress, significant stress and severe stress, and these levels were quantified by using the numbers of 1, 2, 3, 4 and 5.

**Results:** After the completion of the enterprise reform experiment, the statistical scoring data of the psychological stress severity of the subjects are shown in Table 1 note that the *t*-difference significance test is used for the quantitative data, and the significance level is 0.05.

**Table 1.** Statistics of psychological stress severity of subjects before and after the experiment

Feedback moment	Quantized score means	Corresponding grade	Standard deviation of quantized score	<i>P</i>
Before experiment	3.24	General pressure	0.21	0.003
After the experiment	2.50	Slight pressure	0.18	-

It can be seen from Table 1 that the overall psychological pressure level of the research object before the experiment is "general pressure", and the overall psychological pressure level of the research object after the experiment is "slight pressure", the average score is reduced from 3.24 to 2.50, and the *P* value of *t*-test is 0.003, which is less than the significance level. It is considered that the data difference is statistically significant.

**Conclusions:** With the reform and progress of China's e-commerce industry, the business development of cross-border e-commerce is gradually on the right track, but there are still some serious problems behind the prosperity of the industry. For example, some employees have serious psychological pressure due to cross-cultural psychological adaptation, lack of foreign language ability, work and rest confusion caused by cross-time zone work, which has a great negative impact on the normal use of enterprises. Therefore, after understanding the work mode, main work contents and the main reasons for the psychological stress of front-line employees in various departments of cross-border e-commerce enterprises in China, this study puts forward some useful countermeasures, and designs and carries out an enterprise management reform experiment based on these countermeasures. The experimental results show that the overall psychological stress level of employees before the experiment is "general stress". After the experiment, the overall psychological stress level of the subjects was "slight stress", the mean score decreased from 3.24 to 2.50, and the *P* value of *t*-test was 0.003, which was less than the significance level. It was considered that the data difference was statistically significant. The test results show that psychological care and institutional support for employees of cross-border e-commerce can help reduce employees' psychological pressure and improve work efficiency.

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## INFLUENCE OF PRACTICAL TEACHING APPROACH OF PRESCHOOL EDUCATION COOPERATING WITH COUNTY PRESCHOOL EDUCATION SYSTEM ON STUDENTS' ANXIETY

Huimin Liu

*Department of Pre-primary Education, Shaanxi Vocational Academy of Art, Xi'an 710054, China*

**Background:** Anxiety disorder, also known as anxiety neurosis, is the most common kind of neurosis, which is mainly characterized by anxiety emotional experience. It can be divided into chronic anxiety, namely generalized anxiety and acute anxiety, namely panic attack. The main manifestations are: nervousness and anxiety without clear objective objects, restlessness, and autonomic nerve dysfunction

symptoms, such as palpitation, handshaking, sweating, frequent urination, and motor restlessness. Pay attention to distinguish normal anxiety. If the severity of anxiety is obviously inconsistent with objective facts or situations, or the duration is too long, it may be pathological anxiety. This abnormal anxiety is a manifestation of psychosis. Anxiety is the emotional reflection of people's serious deterioration of the value characteristics of reality or future things. On the contrary, the emotional form is expectation, that is, expectation is the emotional reflection of people's obvious positive trend towards the value characteristics of reality or future things. At present, some college students majoring in preschool education have learning anxiety. In addition, in recent two years, preschool education students in all schools have begun to show anxiety, but the reasons need to be further investigated and analyzed. The research shows that the practical teaching of preschool education based on the cooperation of regional preschool education system can effectively alleviate students' anxiety symptoms. The county preschool education development support system is the sum of systems, institutions and resources in the county that can support the development scale, level and quality of preschool education for the purpose of supporting the development of preschool education. In the county preschool education development support system, the government, society, family and preschool education institutions share the responsibility of promoting the development of county preschool education. These four subjects are not isolated, but interrelated and have their own division of power and responsibility. The development of any kind of education is inseparable from the support of certain social factors, but there is little research on preschool education at present. Starting from the product attribute and human capital theory of preschool education, this paper moves the social support theory and system theory into it, which will help to deepen the understanding of the essential attribute and importance of preschool education, and provide a correct cognitive basis and theoretical basis for clarifying the support and integration of the development of preschool education.

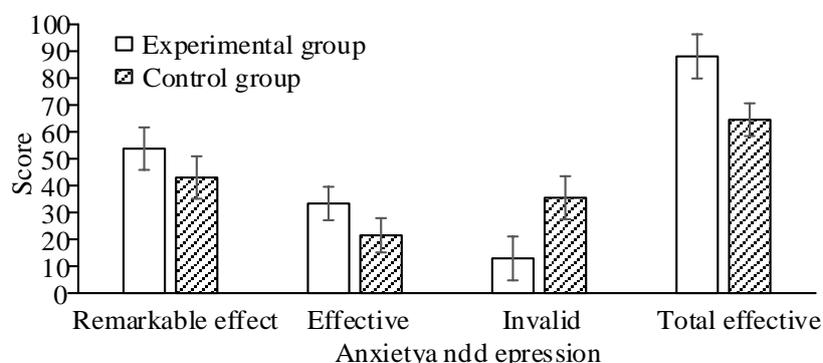
**Objective:** In recent years, under the background of practical teaching of preschool education, the change of social environment of preschool education students leads to the decline of their psychological quality, which leads to some students' anxiety. Therefore, this study proposes a practical teaching approach of preschool education in cooperation with the county preschool education system, and applies this teaching method to improve the anxiety psychology of preschool education students, hoping to provide some reference for relevant research.

**Research objects and methods:** In order to improve the psychological quality of preschool education students and improve their anxiety symptoms, a questionnaire survey was conducted among preschool education students with anxiety symptoms in many colleges and universities in an area. A total of 400 questionnaires were distributed to test their anxiety psychological characteristics. A total of 372 questionnaires were collected with a recovery rate of 93%. All subjects were equally divided into observation group and control group, with 186 people in each group.

**Research design:** The observation group was given the practical teaching method of preschool education in cooperation with the county preschool education system, and the experimental duration was 2 months. The control group did not receive special teaching within 2 months, but only routine work teaching. After the experiment, the training effect was evaluated according to the rehabilitation of the subjects. Among them, the significant effect is that cognition, emotional behavior and will are significantly improved, effectively improve cognition, emotion and will, no abnormal or ineffective mood.

**Methods:** The relevant data were analyzed by Excel and SPSS20.0 software for calculation and statistics.

**Results:** The total effective rate of anxiety relief in the observation group was significantly higher than that in the control group ( $P < 0.05$ ).



**Figure 1.** The improvement effects of the two groups after intervention were compared

**Conclusions:** The national government should speed up the integration of early childhood education into

the universal compulsory education system, and introduce a more clear and strict kindergarten teacher access system to make the team of early childhood teachers balanced and stable. On the other hand, we should strengthen publicity through various media, actively guide public opinion, form a good atmosphere of respecting teachers and valuing education, and let society have a more comprehensive and correct understanding of preschool education. Families, teachers, classmates and friends should more actively care about and understand the professional growth of preschool education college students and actively understand the relevant knowledge of the major, rather than attacking their enthusiasm and self-confidence. On the basis of relying on society to pay attention to the major, encourage the students of the major to develop healthily. Colleges and universities need to set up mental health courses and career planning in freshmen, provide psychological counseling and professional introduction to freshmen, and guide them to actively make career planning. Carry out a series of cultural activities to enhance students' sense of professional belonging, professional awareness and professional belief, and have more confidence and confidence when entering the society.

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## DESIGN METHOD OF CROSS-BORDER E-COMMERCE WEBSITE COLOR MATCHING FOR PATIENTS WITH ANXIETY DISORDER UNDER COGNITIVE PSYCHOLOGY

Jiyu Liu<sup>1</sup> & Shaopeng Shang<sup>2\*</sup>

<sup>1</sup>*School of Economics and Management, Shanghai Technical Institute of Electronics & Information, Shanghai 201411, China*

<sup>2</sup>*Vocational College, Shanghai Jian Qiao University, Shanghai 201306, China*

**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 commonly used experimental methods in this discipline include interview method questionnaire survey, expert consultation, etc. The rapid development of China's cross-border e-commerce is conducive to the employment of the domestic population and commodity export trade. However, due to the rise of cross-border e-commerce, the industry development and operation are not mature enough, and the color matching design of some cross-border e-commerce websites is not reasonable, which will reduce the shopping desire of consumers and affect the performance and income of enterprises. Especially for patients with anxiety disorder, their patience is low, and unreasonable website color matching will further reduce their brand preference for cross-border e-commerce. Moreover, this result is generated through the transformation of color elements into corresponding cognitive and psychological driven behavior. Therefore, it is necessary to use cognitive psychology to optimize the color matching of cross-border e-commerce websites, so as to improve their attraction to patients with anxiety disorder.

**Objective:** To analyze the relationship between the condition of patients with anxiety disorder and various colors and color combinations, design and carry out experiments, and explore the impact of e-commerce website adjusting color matching scheme on the condition of patients with anxiety disorder.

**Objects and methods:** Collect relevant data on color matching, website style design and cognitive psychology, and communicate with cross-border e-commerce practitioners to understand the development status of cross-border e-commerce in China and the color matching form of websites. Two leading cross-border e-commerce enterprises with a certain position and market appeal in the industry and 200 patients with anxiety disorder were selected for social experiments. Divide 200 patients into experimental group and control group on average, and verify whether there is no significant difference between the basic