

**Objective:** This paper analyzes the new model of English translation and information dissemination of sports platform from the perspective of educational psychology, which aims to provide basic technical support for the vigorous development of sports platform and provide new development ideas for the dissemination of sports information.

**Research objects and methods:** The staff of three sports platforms were selected as the research object. Through a Clustering Algorithm based on Random Search (CLARANS), the effects of the original and new sports platform information communication modes on the staff's educational psychology were analyzed. The evaluation contents were quality, will, cognition, emotion and interpersonal relationship. The research evaluates the results through the influence value, and sets the score range as 0-100 points. The higher the score, the higher the degree of influence. The average value of the research object is selected as the final result, and the number of sports work platforms is 60.

**Methods:** Through Excel statistical software, this paper analyzes the effect of the information communication mode of sports platform on the educational psychology of staff before and after the reform. In order to ensure the reliability of the research results, the survey objects selected by the research institute are staff who have worked for more than three years.

**Results:** The effect of the new sports platform information communication mode on the educational psychology of staff is shown in Table 1. On average, the improvement of sports communication platform and interpersonal quality has a great impact on the overall score of about 85. Therefore, the construction of a new sports platform information communication model is of great value. This model can be applied to the improvement of sports platform in the future.

**Table 1.** The effect of new sports platform information communication mode on staff's educational psychology

Platform	Quality	Will	Cognition	Emotion	Interpersonal relationship
Platform 1	85.36±7.68	87.58±8.69	86.35±9.68	87.32±7.98	85.32±8.67
Platform 2	86.35±9.35	84.57±8.68	86.36±8.76	85.63±7.89	85.36±8.69
Platform 3	86.58±9.98	84.67±9.23	86.58±7.86	86.58±8.65	84.67±10.03

**Conclusions:** From the perspective of educational psychology, the new model of English translation and information communication of sports platform proposed by the research can improve the educational psychological level of staff, which is reflected in the five fields of quality, will, cognition, emotion and interpersonal relationship, which is conducive to the sustainable development of sports platform and enable listeners to obtain sports information in a timely and efficient manner.

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## RESEARCH ON IDEOLOGICAL SECURITY GOVERNANCE OF COLLEGES AND UNIVERSITIES IN THE AGE OF BIG DATA UNDER COGNITIVE DISORDERS

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**Background:** Cognitive impairment is a state between normal aging and dementia. It is mainly characterized by mild memory and intellectual impairment, but it remains intact in life ability and cognitive function. It can be manifested in functional impairment such as understanding, judgment, calculation, execution, visual space, language and memory. According to different cognitive problems, cognitive impairment can be divided into three types: perception impairment, memory impairment and thinking impairment. Perceptual disorders include perceptual synthesis disorder, hallucination and so on. Memory impairment includes memory error, memory defect and strong memory. Thinking obstacles include delusion, thinking logic obstacle, association process obstacle and abstract generalization process obstacle. The manifestations of cognitive impairment are emotion, spirit, creation, thinking, movement, language, memory, learning and so on. There are many modes and Innovation Paths of university ideology in the era of big data. Under the background of cognitive impairment, the ideological security of universities in the era of big data shows great difficulties, which is related to the long-term social stability and national political security.

The ideological security of colleges and universities in the era of big data is facing very big problems,

mainly in terms of target object, implementation subject, implementation method, implementation specification and so on. For the target object, college students are easily affected by external uncertain factors because of their unique personality and thought, and then they are instilled with wrong ideology. At the same time, the energy of most students will be affected in the era of big data, so that students really spend less time on learning. The integration of cyberspace will lead to information without barrier, which will affect the mainstream values of students and increase the difficulty of ideological security management in colleges and universities. For the implementation subject, as an important implementation subject of big data technology, colleges and universities lack relevant practical experience in the initial application stage, and the initiative and effectiveness of ideological work are low, which is specifically reflected in the weak awareness of building a continuous and overall data platform, the poor quality of internal staff, and the incomplete stimulation of data awareness. In terms of implementation methods, college teachers are deeply affected by the traditional teaching mode, it is difficult to make use of a large number of resources in the era of big data in the process of disseminating knowledge, and it is difficult to mobilize students' enthusiasm and enthusiasm for learning. In terms of implementation norms, big data technology will also hide some problems on the premise of bringing convenient and fast life and learning. Based on the analysis of these problems, ideological security governance in colleges and universities will inevitably realize management in combination with big data technology, which can be divided into three levels: overall grasp, new carrier, new method and strategic support. The implementation path of the modernization of ideological security governance in colleges and universities is to grasp the leadership of ideological work in colleges and universities, update data thinking, and improve the application and standardization level of big data.

**Objective:** Exploring the implementation path of ideological security governance modernization in colleges and universities in the era of big data aims to help colleges and universities improve their ideological security management level, improve students' recognition of socialist core values, and ensure the teaching quality of different classroom teaching modes.

**Research objects and methods:** Select 20 professional college ideological security practitioners with different cognitive barriers as the research object, analyze the modernization path of college ideological security governance in the era of big data through the expectation maximization algorithm, and evaluate the improvement of cognitive barriers. The evaluation content includes three aspects: memory ability, memory ability and orientation. There are 20-81 employees in colleges and universities who can be improved, and 60-81 employees who cannot be improved. The corresponding score is 20-81. The score of one professional improvement is 20-81, and the score of one professional improvement is 20-81. The improvement degree is the ratio of the number of people with obvious improvement, better improvement and improvement to the total number of people.

**Methods:** This study analyzes the role of ideological security governance scheme in colleges and universities on employees with cognitive impairment in the era of big data through Excel data analysis software.

**Results:** Table 1 shows the improvement of the ideological security governance scheme of colleges and universities on cognitive impairment in the new big data era. It can be seen from Table 1 that the ideological security governance scheme of colleges and universities has a high degree of improvement on the memory ability, memory ability and orientation of college 2 employees, with values of 90%, 95% and 95% respectively. The improvement results of cognitive impairment of ideological security evaluators in colleges and universities show that the implementation scheme of modernization of ideological security governance in colleges and universities in the era of big data in all schools can alleviate the cognitive impairment of employees.

**Table 1.** Improvement of college ideological security governance scheme on cognitive impairment in the new big data era

University	Memory ability	Recall ability	Directional force
University 1	85	90	85
University 2	90	95	95
University 3	85	85	85
University 4	80	90	85

**Conclusions:** The modernization program of ideological security governance in colleges and universities in the era of big data under cognitive barriers constructed by the Institute has a high degree of improvement on cognitive barriers. This model can be applied to ideological security management in other colleges and universities and has positive value.

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## **RISK ANALYSIS AND COUNTERMEASURES OF AGRICULTURAL PRODUCTS SUPPLY CHAIN UNDER THE BACKGROUND OF COGNITIVE IMPAIRMENT OF RURAL REVITALIZATION**

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**Background:** The theory of cognitive impairment puts forward the abnormal conditions of the brain in the process of thinking and memory, which will lead to serious memory and learning disabilities. The mental status of patients with cognitive impairment is closely related to their attitudes, values, beliefs, concepts and other factors in their cognitive system. Cognitive impairment is due to the obstacles in executive ability, visual space, language, memory, orientation and other cognitive fields. The main causes of cognitive impairment are education, diet, living habits and so on. Cognitive impairment can be divided into three types: perception impairment, memory impairment and thinking impairment. Perceptual disorder includes perceptual complex disorder, hallucination, etc. Memory impairment includes memory error, memory defect and strong memory. Thinking obstacles include delusion, thinking logic obstacle, association process obstacle and abstract generalization process obstacle. The manifestations of cognitive impairment are abnormalities in emotion, spirit, creation, thinking, movement, language, memory and learning. In serious cases, it may develop into cognitive loss, apraxia and aphasia. With the prevalence of cognitive impairment, rural revitalization strategy shows many problems. rural revitalization is one of the seven strategies put forward by the 19th CPC National Congress. It is not only an important policy for the work of “agriculture, rural areas and farmers” in the new era, but also a major goal for socialist countries to achieve modernization. The main problems of rural revitalization strategy are as follows: there are deviations in practice and theory, difficulties in farmers’ own development, imperfect land system, shortage of rural talents and problems in urban-rural integration.

In the context of cognitive barriers to rural revitalization, the supply chain of aquatic products, meat, fruits, vegetables and other agricultural products faces great risks, which are as follows: the spatial and temporal conflict of agricultural products, the decentralized production place of agricultural products, too many intermediate links in the supply chain, information asymmetry, low sense of trust among supply chain members, inability to meet the diversity of customer needs. The core competence of supply chain enterprises is limited, there is no professional logistics management, and the interests of farmers cannot be guaranteed. Agricultural products supply chain shows a very serious problem of information asymmetry in production, circulation, sales and other links. To solve these problems, the agricultural product supply chain needs to be improved from the following aspects. The core of enterprises is to support each other’s development. Through diversified, multi-form and multi-channel methods, focus on the development of agricultural product processing and distribution enterprises and agricultural product production bases, take the core enterprise as the center, improve the construction of supply chain, and efficiently complete the information transmission of various organizations in the supply chain nodes. Second, improve the construction of logistics infrastructure and ensure the logistics capacity of agricultural product supply chain. Agricultural products have the characteristics of easy deterioration and short preservation time, and higher requirements are required in logistics, transportation, preservation and circulation. Relevant enterprises need to improve the standardization system of infrastructure equipment and corresponding infrastructure, such as storage facilities, logistics center, distribution center, etc. Third, improve the agricultural product information management system. The information platform can complete the accurate transmission of information among consumers, retailers and distributors. In addition, it can also provide an information supervision platform for market supervision institutions, quarantine institutions and agricultural product production supervision structure. Fourth, improve the quality and safety management level of agricultural products. Supervise the source of agricultural products through a perfect supply chain security system of agricultural products to improve the quality level of agricultural products. Fifth, protect the interests of all parties in the agricultural supply chain. The person in charge of the market not only needs to convey the channel for agricultural products to enter the market to farmers, but also needs to provide market information to processing plants and maintain close cooperation between suppliers and processing