

research objects. Multiple regression analysis was used to compare and analyze the psychological impact of different online visual media on people with affective disorders, and the most appropriate online visual media were selected.

Research design: The psychological impact of online visual media on people with affective disorders was graded, and the influence was expressed by a 5-level scoring standard of 0-4. 0 means no impact, 1 means little impact, 2 means general impact, 3 means great impact and 4 means significant impact. According to the influence evaluation results, we can choose the most suitable online visual communication media for people with affective disorders, and then we can use this media to alleviate the negative emotions of people with affective disorders. The study used Minnesota Multiphasic per Personality Inventory (MMPI) to evaluate the mental health status of people with affective disorder under different online visual media. The score higher than 60 indicates that the subjects are in a state of psychological abnormality.

Methods: The relevant data obtained in the study were expressed in the form of mean \pm standard deviation, and the statistics and analysis of the data were completed by Minitab software and EViews software.

Results: Table 1 shows the psychological impact of different types of online visual media on people with affective disorder. Among them, the Internet and mobile phone have a great psychological impact on people with affective disorder, and the impact evaluation results are 4. Television and advertising have a great impact on the psychology of people with affective disorders, and the evaluation results of their influence are 3. Although tablet computer has certain convenience and fast information dissemination speed, its audience group is small, so its influence evaluation result is 1, that is, it has little influence. Therefore, for the negative psychological emotions of people with affective disorders, positive and healthy information can be transmitted to them through the Internet and mobile phones, so as to alleviate their mania and depression and improve their mental health level.

Table 1. Psychological impact of different online visual media on people with affective disorder

Network visual media	Effect	MMPI score
Television	3	47.62 \pm 5.47
Advertisement	3	42.19 \pm 6.05
Internet	4	32.94 \pm 6.23
Mobile phone	4	35.27 \pm 5.84
Tablet PC	1	54.25 \pm 5.18

Conclusions: In the process of continuous updating and optimization of network visual communication media, the feelings of the audience continue to change. Among them, the Internet and mobile phone have the greatest psychological impact on people with affective disorders. We should make rational use of these two media. Spreading positive information content through the Internet and mobile phones can effectively reduce the MMPI score of people with affective disorders, ensure their emotional stability and alleviate their affective disorders to the greatest extent.

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INTERVENTION MEASURES OF HIGHER VOCATIONAL TEACHERS’ PSYCHOLOGICAL CRISIS ORIENTED TO PERFORMANCE APPRAISAL

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Background: In order to improve the teaching quality in higher vocational colleges, the fundamental lies in strengthening the construction of teachers, and the core of teachers’ construction is mainly teachers’ quality development and performance appraisal. For human resource management in higher vocational colleges, performance appraisal plays an important role. The smooth development of performance appraisal determines the professional development of teachers and the future planning of higher vocational colleges.

In the actual process of performance evaluation in higher vocational colleges, performance evaluation personnel evaluate and analyze teachers' various work tasks with a fair and objective attitude, and put forward certain guiding opinions, in order to optimize and improve their professional knowledge level and teaching ability. The content of performance appraisal of college teachers has a certain richness, including ideological and moral level, political literacy, teaching ability and scientific research level, which puts forward higher requirements for teachers' comprehensive quality. Although the purpose of performance appraisal is not to distinguish between the high and low of teachers, but to promote the improvement of their work efficiency and work quality, stimulate their work enthusiasm and subjective initiative, and then realize the effective promotion of the development of education. However, in the face of performance appraisal, higher vocational teachers are often prone to various types of psychological crisis and negative emotions under the influence of various factors, such as fear of failure, anxiety about appraisal and fear of falling behind others in performance appraisal. Higher vocational teachers' psychological crisis facing performance appraisal is more common. To a certain extent, psychological crisis can promote teachers to actively improve their teaching and scientific research level, and explore ways to improve teaching quality; Serious psychological crisis will lead higher vocational teachers to fall into the misunderstanding of self-doubt or self-denial, lose interest and confidence in teaching, and it is difficult to ensure good teaching status and teaching quality, which will have a great negative impact on their normal teaching work and even the development of daily life activities.

Objective: When higher vocational colleges carry out performance appraisal for teachers, some teachers may have a certain psychological crisis, which will greatly hinder the development of their normal teaching activities, and even lead to their inability to maintain their normal mental health level and daily life, which has a great negative impact on the development of teachers, student groups and higher vocational colleges. The research will deeply analyze the psychological crisis of higher vocational teachers facing performance appraisal, and put forward corresponding intervention measures, in order to eliminate the psychological crisis of higher vocational teachers and improve their mental health level and teaching ability level.

Subjects and methods: 360 higher vocational teachers were randomly selected by stratified cluster sampling in four higher vocational colleges. In view of the psychological crisis of higher vocational teachers facing performance appraisal, some intervention measures should be taken. Before and after the intervention, the self-designed psychological crisis evaluation scale for higher vocational teachers was used to evaluate and analyze the elimination of psychological crisis and mental health level.

Research design: Aiming at the psychological crisis and externalization of higher vocational teachers, this paper puts forward four intervention measures, including carrying out teacher communication activities, enriching the form of performance appraisal, encouraging teachers to face up to their own problems and guiding teachers to improve their self-teaching level. The psychological crisis evaluation scale for higher vocational teachers independently designed and applied in this study mainly includes four dimensions: teaching quality, teaching methods, teaching ability and teaching self-confidence. Each dimension includes several secondary evaluation indicators, which can accurately evaluate the psychological crisis mitigation of higher vocational teachers from different aspects. The scale adopts a 5-level scoring standard, with 0-4 indicating extremely poor, poor, average, good and excellent respectively. The total score of the scale is 100. The higher the score, the smaller the psychological crisis and the higher the mental health level of higher vocational teachers.

Methods: The relevant data obtained from the evaluation of the scale were counted and analyzed by MATLAB software and tableau software.

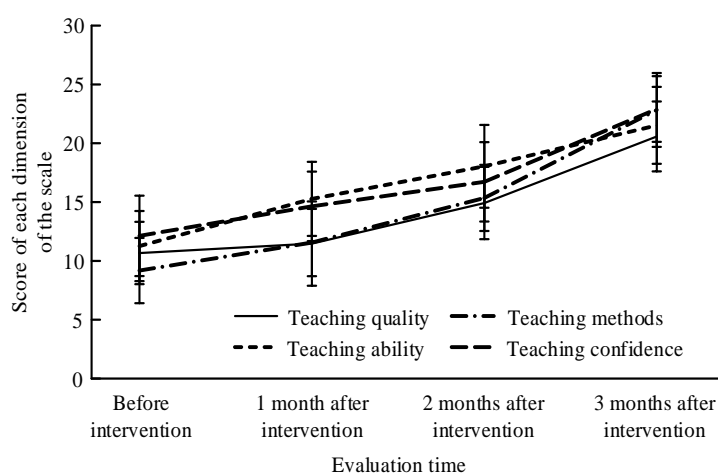


Figure 1. Comparison of scale scores of higher vocational teachers before and after intervention

Results: Figure 1 shows the changes of higher vocational teachers' scale scores at four different time nodes before and after the intervention. Before the intervention, the scale scores of all tested higher vocational teachers were at a low level, indicating that their psychological crisis was serious, which had a great negative impact on their teaching work and life activities. After the intervention in January, February and March, the scale score of higher vocational teachers shows a growing trend, which shows that the intervention measures for the psychological crisis of higher vocational teachers oriented to performance appraisal have a good intervention effect, which can significantly improve the scale score level of higher vocational teachers and eliminate their psychological crisis.

Conclusions: When higher vocational teachers face performance appraisal, the serious psychological crisis will have a great negative impact on their work and life. The intervention measures proposed by the research can effectively alleviate and eliminate the psychological crisis of higher vocational teachers, improve their scale score level and mental health level, and then ensure the smooth development of higher vocational teachers' teaching activities.

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ATTRIBUTION AND COUNTERMEASURES OF CONSUMERS' PSYCHOLOGICAL OBSTACLES IN THE ERA OF E-COMMERCE

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Background: With the continuous improvement of social and economic level, the process of information construction in China continues to accelerate, and Internet technology shows a vigorous development trend. In this environment, e-commerce has effectively reformed and optimized the traditional marketing model, broke through the shackles of the traditional commodity marketing model, and people have ushered in a new era of e-commerce. As an innovative business model with great development potential, e-commerce has formed a strong impact on the traditional commodity business model and marketing means, resulting in significant changes in consumers' consumption ideas. E-commerce has three consumption characteristics: high efficiency, initiative and comprehensiveness. Among them, efficiency refers to the significant improvement of consumers' consumption efficiency compared with the traditional commodity marketing model in the process of e-commerce marketing activities. The main reason for this situation is that consumers' purchase desire and purchasing power show a significant upward trend under the rapid development of the Internet and the improvement of economic level. On the other hand, the convenient consumption mode has greatly promoted the emergence of more consumption behaviors. Initiative means that consumers get rid of the old model of passively accepting the details and prices of goods, and can complete the selection and purchase of goods online. Comprehensiveness mainly refers to that in the process of online consumption, consumers can browse more kinds of goods that are difficult to buy in real life and easily complete online purchase. However, in this process, consumers may not be able to quickly and effectively identify the operation characteristics of e-commerce. It is difficult to adapt to the new business model of e-commerce, and e-commerce has poor timeliness when returning and exchanging goods, which leads to diversified psychological obstacles for consumers. In order to promote the sustainable development of e-commerce and ensure the orderly development of e-commerce activities, it is very important to effectively explore the attribution of consumers' psychological barriers. On this basis, e-commerce can put forward highly targeted and practical improvement countermeasures for different types of consumer psychological barriers.

Objective: In the era of e-commerce, consumers have positive and negative psychological characteristics. The former includes the admiration and desire for high quality and low price, the demand for shopping convenience, the pursuit of personalized fashion and the expectation of comfortable consumption. The latter mainly refers to the lack of trust of consumers in e-commerce and online shopping mode in the process of e-commerce, which mainly refers to the vigilance of commodity quality, after-sales service and payment guarantee. The main purpose of this study is to thoroughly analyze the psychological obstacles of consumers in the era of e-commerce, and put forward corresponding countermeasures, in order to promote the sustainable development of e-commerce.

Subjects and methods: 112 e-commerce consumers with psychological disorders were randomly selected as the research objects. Use C4 By analyzing the different types and manifestations of consumers' psychological barriers, we can obtain the attribution of consumers' psychological barriers in the era of