

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

e-commerce, and put forward the corresponding countermeasures.

Research design: Under the classification of decision tree algorithm, this paper obtains the types and causes of psychological obstacles of consumers in the era of e-commerce, and puts forward four improvement countermeasures, which are to strengthen the quality control of online goods, formulate online price marketing strategy, improve the security mechanism of online transactions, and improve the online after-sales guarantee system. Then we independently designed the e-commerce consumer psychological disorder evaluation scale, and the total score of the scale is set to 100. According to the scale, explore the level of psychological barriers of consumers before and after the implementation of four improvement measures. If the score of the psychological disorder evaluation scale of the tested consumer is higher than 60, it means that it is accompanied by psychological disorder. The higher the score, the more serious the psychological disorder is.

Methods: According to the order from small to large, the influence of improvement countermeasures and the elimination of consumers' psychological barriers was set as 0-4, in which 0 represents minimal, 1 represents small, 2 represents general, 3 represents large and 4 represents maximum. SPSS24.0 was used in the study for the rating data of e-commerce consumers and SAS software for calculation and analysis.

Results: The four improvement measures have different application effects, can reduce the score of e-commerce consumers' psychological disorder evaluation scale to varying degrees, and play a certain role in alleviating consumers' psychological disorder. Among them, the formulation of online price marketing strategy and the improvement of online transaction security mechanism play the most significant positive role. They can significantly reduce the score of consumers' psychological disorder evaluation scale, and have a great impact on consumers' psychological disorder. See Table 1 for details.

Table 1. Impact of four improvement measures on consumers' psychological barriers

Countermeasure	Influence size	Scale score reduction range
Strengthen commodity network quality control	3	17.69
Formulate network price marketing strategy	4	42.09
Improve the security mechanism of online transactions	4	35.47
Improve the network after-sales guarantee system	3	24.62

Conclusions: The targeted countermeasures put forward according to the attribution of consumers' psychological obstacles in the era of e-commerce have good application effect, can significantly reduce the score of consumers' psychological obstacle evaluation scale, achieve the purpose of effectively alleviating consumers' psychological obstacles, and then promote the sustainable development of e-commerce.

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RESEARCH ON THE INFLUENCE OF THE INTEGRATION OF TRADITIONAL AESTHETICS AND MODERN ART DESIGN ON ALLEVIATING THE PSYCHOLOGICAL ANXIETY OF THE AUDIENCE

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Background: As an objective art form, traditional aesthetics has been developing and sublimating under the joint action of the development of the times and the accumulation of history, which has a far-reaching impact on modern art design and people's artistic aesthetic experience. In the core concept of traditional aesthetics, aesthetic activity is an activity that transcends the material world and constructs a new image world. Traditional aesthetics mainly includes three aspects: one is that beauty lies in image, the other is to instruct the image world to light up the real world, and the third is that aesthetic activity is a spiritual activity of human beings beyond rationality. As a large cultural country, China has a long history and profound cultural heritage, including diversified traditional arts such as calligraphy, pottery, painting, ancient architecture and so on, which contains unique charm and cultural connotation. Rich and colorful artistic elements wear the past and break the present. With the accumulation of time, its deductive form has changed, showing a long-standing cultural and artistic effect, which has a significant impact on modern art design. In the process of carrying out modern art design activities, we need to look at each specific art design work from the perspective of development and deeply understand the deep meaning of each aesthetic element. Under the guidance of innovative thinking, adopt diversified art forms, reconstruct