

cultivate students' innovative thinking and scientific thinking in learning, reasonably integrate into educational psychology, mobilize students' enthusiasm for learning sports humanities and social courses, and guide college students to use the current sports education concept to improve college students' negative emotions. In short, strengthening the platform construction of sports humanities and social courses aims to optimize the discipline group from the perspective of educational psychology, focusing on the mental depression of college students.

Subjects and methods: 400 college students with depressive psychosis were randomly selected, including 214 girls and 186 boys. The subjects were randomly divided into experimental group and control group. The experimental group was given a teaching scheme based on the curriculum platform of sports humanities and sociology, and the control group was given a conventional teaching scheme. Before and after teaching, the mental depression of the two groups were compared.

Research design: Before and after teaching, college students were evaluated by Beck Depression Inventory Scale (BDI) and Hospital Anxiety and Depression Scale (HADS-D). The BDI scale contains 21 categories, each of which is scored at 4 levels, with a full score of 63 points < 13 points are no depression, 14-19 points are mild depression, 20-28 points are moderate depression, and 29-63 points are severe depression. The internal consistency coefficient of the scale is very ideal, and the coefficient is 0.903. There are 7 items in HADS-D scale, with 0-3 points for each item, and the total score is 21 points. The final score is 15-21 points for severe depression, 11-14 points for moderate depression, 8-10 points for mild depression and 0-7 points for no depression.

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

Results: The pre-school (M0), the first month (M1), the second month (M2), the third month (M3) and the fourth month (M4) after teaching were taken as the time points of student evaluation. The HADS-D scoring results of college students after teaching are shown in Table 1. For HADS-D score, there was no significant difference between the two groups at M0, M3 and M6, while the values of M9, M12 and M12-M0 in the experimental group were significantly lower than those in the control group ($P < 0.05$). For SDS score, there was no significant difference between the two groups at M0, M3 and M6, while the values of M9, M12 and M12-M0 in the experimental group were significantly lower than those in the control group ($P < 0.05$).

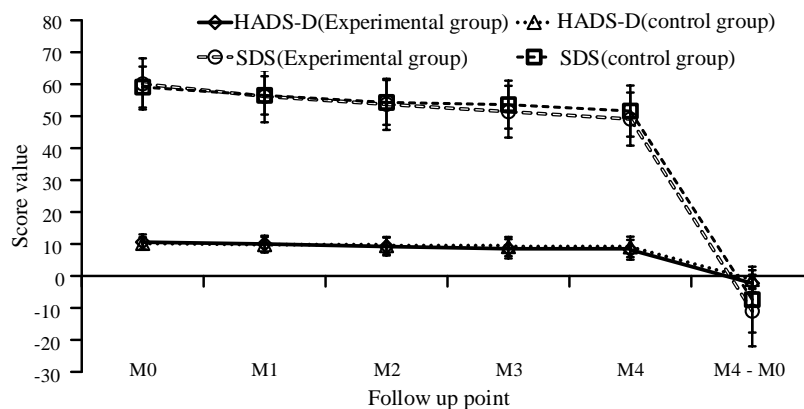


Figure 1. Comparison of HADS-D and SDS scores between the two groups at different follow-up points

Conclusions: The construction of sports humanities and sociology curriculum platform is based on professional knowledge and subject knowledge, around specific curriculum teaching objectives, give full play to the advantages of curriculum groups, and effectively help the construction of curriculum platform specialization. It is of great significance to cultivate sports professionals with professional skills and innovative spirit.

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STUDY ON THE DISSEMINATION MODEL OF FIRE SAFETY KNOWLEDGE IN URBAN COMMUNITY CONSIDERING PATIENTS WITH COGNITIVE IMPAIRMENT

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Background: Cognition is the brain's comprehensive perception of external things, mainly including psychological processes such as execution, perception, thinking, attention, memory and judgment. Cognitive function is mainly reflected in executive function, attention and memory. Cognition is also a process in which the human brain receives external information, processes it and converts it into internal psychological activities, so as to obtain knowledge or apply knowledge. It includes memory, language, visual space, execution, calculation, understanding and judgment. Cognitive impairment refers to the impairment of one or more of the above cognitive functions and affects the individual's daily or social ability, which can be diagnosed as dementia. Mild cognitive impairment is a concept formed after decades and with the development of Neurology and neuropsychology. It mainly refers to the existence of mild memory loss, but the ability of daily living. Some scholars pointed out that patients with cognitive impairment are often accompanied by mental symptoms. Among patients with cognitive impairment in the outpatient department of Neurology of a hospital, it was found that the incidence of depression, indifference and anxiety were 59.4%, 56.8% and 50.2% respectively. Clinically, cognitive impairment is classified, such as executive dysfunction, memory impairment, visuospatial disorder, etc. targeted and repeated training is adopted, and attention is paid to purpose and interest in training, so as to make it easier for patients to accept. Research shows that the urban community fire safety knowledge dissemination model can effectively improve the symptoms of patients with cognitive impairment and bring unique feelings. The dissemination of fire safety knowledge in urban communities refers to the work of improving the people's awareness of fire safety, using all media that can affect the people, so as to achieve the purpose of stabilizing social development. The arrival of the new media era provides a convenient way for the transmission of information. The traditional fire publicity can no longer meet the development needs of the new media era. Therefore, the dissemination of fire safety knowledge in urban communities should be changed accordingly based on the characteristics of the new media era, so as to improve the efficiency of fire publicity. This study mainly considers the special situation of patients with cognitive impairment, and uses new media to construct the dissemination mode of fire safety knowledge in urban communities. The main contents include three points: first, it improves the dissemination speed of fire knowledge, second, it enriches the publicity forms of fire knowledge, and third, it improves the publicity of fire knowledge.

Objective: At present, there are still many deficiencies in the current situation of fire safety knowledge dissemination in urban communities. In order to better construct the fire safety knowledge dissemination model, this study integrates new media ideas into the model construction according to the cognitive impairment symptoms of patients, hoping that the model can improve the cognitive impairment symptoms of patients.

Subjects and methods: 200 urban residents with cognitive impairment were selected as the research objects. The urban community fire safety knowledge dissemination model constructed in this study was used to publicize the knowledge of patients for 8 weeks. After the intervention, the symptom relief of patients with cognitive impairment before and after the intervention was analyzed.

Study design: To evaluate the improvement of cognitive impairment symptoms after the intervention of urban community fire safety knowledge dissemination model. The self-designed Montreal Cognitive Assessment (MoCA) was used in the study. The scale is mainly used to screen patients with mild cognitive impairment. It includes eight dimensions: visuospatial ability, executive ability, attention and calculation ability, language ability and orientation. The total score is 30 points. The lower the score, the more serious the symptoms of cognitive impairment. The internal consistency of the scale was 0.98 and the test-retest reliability was 0.86-0.93.

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

Results: The MOCA scores of patients before and after the intervention were compared through the analysis of variance of repeated measurement data of general linear model. The results are shown in Table 1. It can be seen from Table 1 that the time main effect results shows that $F = 47.552$, $P < 0.001$, reflecting that the cognitive function score of patients changes significantly with time after the intervention of the model proposed in this study without interference factors. The main effect of intervention was statistically significant ($P < 0.05$). The results of cross effect showed that $F = 9.806$, $P < 0.001$, reflecting the trend of cognitive function score changing with time. The longer the intervention time, the better the effect.

Conclusions: The advent of the new media era has provided convenient conditions for the development of fire protection publicity. China's major fire departments should improve their awareness of new media, constantly carry out fire protection publicity with the help of new media, recruit and train talents for the use of new media, innovate and improve the content and form of fire protection publicity, so that the people can comprehensively learn fire protection knowledge with the help of new media. It not only improves the effect of fire knowledge publicity, but also promotes the improvement of the fire quality of the people in China, and ensures the harmonious and stable development of China's social environment. It is

hoped that the new media model can help patients improve their psychological adjustment, let residents with cognitive impairment understand their psychological state, master self-regulation methods, and improve their ability to deal with setbacks through the dissemination of fire knowledge, so as to enhance their social adaptability.

Table 1. The MOCA scores of patients before and after intervention were compared

Intervention time	Before		
	16.73±2.328	4 weeks 18.39±3.342*	8 weeks 20.46±3.447*#
Time main effect	<i>F</i>	47.774	
	<i>P</i>	0.000	
Main effect of intervention	<i>F</i>	6.986	
	<i>P</i>	0.010	
Cross effect	<i>F</i>	9.917	
	<i>P</i>	0.000	

Note: Compared with before intervention **P*<0.05. Compared with 4 weeks after intervention #*P*<0.05.

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ANALYSIS ON THE INTERACTIVE RELATIONSHIP BETWEEN FINANCIAL INNOVATION INVESTMENT PSYCHOLOGY AND STOCK MARKET CHANGE

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Background: Behavioral finance integrates the theories of psychology and behavioral science into finance, which is of great significance to the innovation and development of traditional financial theory. Traditional financial theory holds that people's decision-making is based on rational expectation, risk avoidance, utility maximization and other assumptions. Many studies show that people's actual investment decisions are not so. For example, people always believe too much in their own judgment, and people often make decisions according to their subjective judgment on the profit and loss of decision-making results, and so on. Some scholars pointed out that people's deviation from rational decision-making is systematic and cannot be eliminated because of statistical average. In the previous theory, it is believed that in the process of market competition, rational investors can always seize every arbitrage opportunity created by irrational investors, so rational investors are easier to survive in the market competition. However, the market in reality is not as perfect as the theory describes. The emergence of many small probability events makes the traditional financial theory unable to deal with it. Not every market participant can act completely rationally according to the model in the theory. People's irrational behavior plays an important role in the economic system. Therefore, human factors can no longer be excluded as assumptions. Behavior analysis should be included in theoretical analysis, and theoretical research should turn to "what actually happened", so as to guide decision makers to make correct decisions. Emerging financial market anomalies question the existence of a perfect financial market. Behavioral finance affirms the position and role of investors' psychological factors in decision-making behavior, which is closer to the real financial market than the complete rational hypothesis in traditional finance. As one of the main contents of behavioral finance theory, the role of investors' emotional changes in investment psychology in asset pricing and investment decision-making and the impact of market historical return information on future investor sentiment have become a research hotspot.

Objective: China's stock market investors have high irrational components and great uncertainty in the macro policy environment. Therefore, adding investor sentiment theory to the research and analysis of the stock market can more objectively and accurately dig out the deep-seated reasons affecting the stock price, help investors understand the internal price operation law of the stock market, and provide scientific theoretical reference for investors' investment decision-making and operation. At the same time, it helps regulatory authorities and policy makers grasp the psychological characteristics of investors and provides a theoretical basis for policy regulation.

Subjects and methods: The research data of this study selects the data of nearly 8 years in a financial database, and uses the good and bad index published every week by a weekly magazine as the index of investors' psychological emotion. At the same time, the good short-term and medium-term indexes of the