theoretical knowledge, fear of job interview, low level of vocational skills operation, fierce social competition, etc., serious employment anxiety will not only hinder the development of college students' career. It will also have a great negative impact on the improvement and all-round development of their personal comprehensive quality.

Objective: To explore the influence of vocational education reform mode under educational psychology on alleviating students' employment anxiety, so as to significantly alleviate or eliminate college students' negative emotions such as employment anxiety, and finally realize the effective promotion of college students' smooth employment.

Subjects and methods: 36 college students were randomly selected from five colleges and universities, a total of 180. They were divided into two groups: traditional education and reform education. Give the traditional basic vocational education mode to the college students in the traditional education group. For the college students in the reform education group, the vocational education reform model is given. Before and after the educational intervention, the self-designed college students' employment anxiety scale was used to evaluate their anxiety degree, and five evaluation times were set, namely, before the intervention (T0), after the intervention for 1 month (T1), after the intervention for 2 months (T2), after the intervention for 3 months (T3) and after the intervention for 4 months (T4).

Research design: In the self-designed "College Students' Employment Anxiety Scale", it is mainly divided into three parts: emotion, thought and body, with a total of 30 items. For each question item, four answers are set, which are matched by the four-grade scoring standard of 1-4. Among them, 1 means always, 2 means often, 3 means sometimes, and 4 means none. The score of the scale is negatively correlated with the degree of anxiety of college students, with 70 as the critical value.

Methods: In order to ensure the accuracy and objectivity of the research results, all data were expressed in the form of mean ± standard deviation, using SPSS26.0 software and smart Bi software for statistics and analysis.

Results: Table 1 shows the comparison results of employment anxiety between the two groups of college students at different intervention time nodes. According to Table 1, the scores of the two groups of college students are at a low level at T0, indicating that they are accompanied by serious employment anxiety. With the continuous educational intervention, the scores of college students in the traditional education group increased slowly, and their scores were still lower than 70 at T4, indicating that their employment anxiety was still in a state of anxiety although it had been alleviated to some extent. The scale score of college students in the reform education group increased rapidly with a large increase during the continuous process of educational intervention. At T4, the scale score reached about 109.23, indicating that their employment anxiety has been completely eliminated.

Table 1. Employment Anxiety of college students before and after intervention of different education modes

Group	Self-set meter score				
	T0	T1	T2	T3	T4
Traditional education group	36.52±6.97	41.63±5.92	49.65±6.04	52.77±6.13	63.29±5.47
Reform education group	34.29±7.88	57.23±6.68	78.41±6.28	92.45±5.99	109.23±6.78

Conclusions: Serious employment anxiety has a great negative impact on the improvement of college students' employability and hinders the enhancement of their personal comprehensive quality and the realization of their all-round development. The vocational education reform model under teaching psychology has a good teaching intervention effect, which can significantly promote the alleviation of students' employment anxiety, completely eliminate college students' anxiety and maintain a high level of mental health.

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ANALYSIS OF THE IMPACT OF E-COMMERCE ONLINE CREDIT INFORMATION SHARING BASED ON DYNAMIC EVOLUTIONARY GAME ON USERS' MENTAL AND EMOTIONAL ANXIETY

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Background: With the in-depth development of electronic information technology and economic globalization, the Internet has become a platform for people to shop. With all kinds of people pouring into the Internet platform, it is difficult to distinguish the true and false information published, and it is difficult for consumers to buy goods that are consistent with the description and satisfy themselves. Consumers have evaluated the goods after purchasing them, but the authenticity of the content cannot be guaranteed. All kinds of promotional activities confuse the eyes of consumers. On the other hand, in the actual business process, e-commerce operators will face huge industry competition pressure, malicious competition from peer merchants, different types of after-sales requirements of consumers and other negative factors, which will hinder the smooth development of their e-commerce business activities. In view of this, it becomes extremely important to judge the authenticity of information in e-commerce activities. For both sides of e-commerce operation and purchase, the sharing of online credit information is very key. If we can't get real and accurate credit information, both sides will bear greater transaction risks, resulting in certain mental anxiety. Mental and emotional anxiety is a common negative emotional state, which usually has psychological characteristics such as nervousness, impatience, confusion and confusion. Under the negative influence of anxiety, patients with mental anxiety will have a sense of self-loathing, have great resistance or panic to the unknown, and cannot carry out normal social activities smoothly. Mental anxiety comes from different types of external factors or internal psychological pressure, including the pressure of social life, increasing social competition, the deterioration of financial or living environment, economic or emotional impact and so on. For e-commerce users, the changing e-commerce development situation will have varying degrees of impact on their psychology. If there is a lag or lack of e-commerce information, e-commerce users will have a great sense of distrust of the current e-commerce development situation and business purchase decisions, and then produce serious mental and emotional anxiety. For e-commerce users, online credit information sharing is extremely important. Its accuracy, real-time, privacy and other characteristics will affect the normal development of e-commerce operation and purchase activities.

Objective: To explore the impact of online credit information sharing analysis of e-commerce based on dynamic evolutionary game on users' mental and emotional anxiety, in order to find effective measures to promote the smooth development of e-commerce activities and alleviate the mental and emotional anxiety of e-commerce users to the greatest extent.

Subjects and methods: In the e-commerce platform, 136 e-commerce users were randomly selected as the research object, and their e-commerce online credit information sharing analysis based on dynamic evolutionary game was carried out. The anxiety state was evaluated before and after the intervention.

Research design: The self-designed e-commerce information sharing anxiety scale is used to evaluate the anxiety state of e-commerce users. The scale is divided into four dimensions: worry, nervousness, reputation loss and economic loss, including 27 scale items, all of which have 5 answers to choose from. The e-commerce information sharing anxiety scale adopts a 5-level scoring standard, with a full score of 5 points. Answer 1 means completely unqualified (1 point), answer 2 means not quite qualified (2 points), answer 3 means hard to say (3 points), answer 4 means relatively qualified (4 points), and answer 5 means fully qualified (5 points). The internal validity coefficient of 890 is consistent with that of table 892.

Methods: All the data obtained in the study were collected, sorted, calculated and analyzed by smart Bi software and python software.

Results: According to Table 1, the average anxiety score of e-commerce users is 8.56, which is higher than the national norm score. The score range of each dimension of the tested e-commerce users is 6.26-6.38, which reflects that e-commerce users have certain mental and emotional anxiety in the process of e-commerce activities such as operation and purchase.

Table 1. Anxiety scores of e-commerce users

Factor	Maximum	Minimum value	Anxiety score
Worry	2.24	9.36	6.30±1.36
Nervous and tense	3.02	9.80	6.38±1.38
Reputation loss	3.16	9.44	6.26±1.26
Economic loss	3.18	9.46	6.36±1.44
Total information sharing anxiety	3.84	8.56	6.24±1.12

Conclusions: As e-commerce users, including operators and buyers, the sharing of e-commerce online credit information is of great importance. The characteristics of timeliness and security will affect the normal development of e-commerce operation and purchase activities. Comparing the anxiety score of the research object with the national norm score, it can be seen that the analysis of e-commerce online credit

information sharing based on dynamic evolutionary game can effectively alleviate the mental and emotional anxiety of e-commerce users, maintain their mental health level, and ensure the normal development of e-commerce activities. This shows that the analysis of e-commerce online credit information sharing based on dynamic evolutionary game has a good application effect, and can maximally eliminate the negative impact of e-commerce users' mental and emotional anxiety on e-commerce activities.

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RESEARCH ON THE EDUCATIONAL MODEL OF COLLEGE EDUCATION REFORM FOR STUDENTS WITH COGNITIVE IMPAIRMENT

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Background: As a basic intelligent processing process of the body, cognition can help the body recognize and obtain knowledge and information, including emotion, thinking, language, memory, spirit, learning and other fields. The basic structure to ensure the smooth realization of cognitive function is the cerebral cortex. Therefore, any factor that may damage the structure or function of the cerebral cortex may lead to individual cognitive impairment. Cognitive impairment is a common mental disease, mainly manifested in memory impairment, learning impairment, executive dysfunction, aphasia, apraxia and other symptoms. The causes of cognitive impairment of college students are diverse, including craniocerebral trauma, environmental factors, mental and psychological abnormalities and so on. There is an interactive relationship between various symptoms of cognitive impairment, which will accelerate the deterioration of patients' condition, making cognitive impairment a serious psychological disease with great difficulty in diagnosis and treatment. Cognitive impairment will have a great negative impact on patients' self-care ability and seriously hinder their personal development. At present, society is in the key stage of continuous promotion of the process of economic development, and social competition has shown a white-hot development trend. In this environment, college students are under the pressure from different aspects such as study, employment and interpersonal communication, and because their mental intelligence is not perfect, their ability to distinguish things and their ability to deal with difficulties are lacking, so college students are prone to a series of mental problems, especially cognitive impairment. If we do not pay attention to the psychological problems such as cognitive impairment of college students, we cannot take corresponding measures to improve their mental health level, which will greatly hinder the healthy growth and all-round development of college students, and make it difficult to ensure the quality of national talent training. As the main position of talent training, it is very necessary for colleges and universities to take necessary measures to alleviate the negative impact of cognitive impairment on college students, so the reform of college education is imperative.

Objective: To explore the educational model of college education reform for students with cognitive impairment, and analyze the actual impact of different educational models on college students with cognitive impairment, in order to find the most effective way to alleviate college students' cognitive impairment.

Subjects and methods: 184 college students with cognitive impairment were randomly selected from each grade of four colleges and universities. Using stratified cluster random sampling, 184 college students with cognitive impairment were evenly divided into control group and experimental group, and their traditional education model and reformed and optimized education model were given respectively. Before and after the intervention of different educational models, the level of cognitive impairment and its improvement of the two groups of students were evaluated.

Research design: According to the level and changes of cognitive impairment of the two groups of students, the Mini Mental State Examination (MMSE) was used to evaluate and analyze them. MMSE mainly includes seven dimensions of evaluation indicators, including visual space, delayed memory, attention and computing power, time orientation, immediate memory, language and place orientation, with a total of 30 items. If each item in MMSE is answered correctly, 1 point can be recorded. All other answers are scored as 0. The total score of MMSE is 30. If the score of subjects is 0-9, it shows that they are accompanied by severe cognitive impairment. If the score is in the range of 10-20 points, it indicates that it is accompanied by moderate cognitive impairment. If the MMSE score is between 21 and 26, it indicates that the subject has mild cognitive impairment. A score higher than 27 indicates that the subject is not accompanied by cognitive impairment and is in a normal state. Evaluate it and obtain comprehensive and objective survey results.