

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.

Methods: According to the survey data obtained by MMSE scale, MATLAB software and SPSS26.0 software for statistical sorting, calculation and analysis.

Results: Table 1 shows the comparison results of MMSE scores of two groups of college students with cognitive impairment before and after the intervention of different education modes. It can be seen from Table 1 that before the educational intervention, the MMSE scores of the two groups of college students were at a low level, indicating that they were accompanied by severe cognitive impairment. With the continuous educational intervention, the MMSE score of college students in the control group increased slightly, but the increase was small. After 3 months of educational intervention, college students in this group were still accompanied by moderate cognitive impairment. The MMSE score of college students in the experimental group increased significantly. Finally, it was no longer accompanied by cognitive impairment and was at the normal level of mental health.

Table 1. Comparison results of MMSE scores of two groups of college students before and after educational intervention

| Time | Control group | Experience group |
|-----------------------------|---------------|------------------|
| Before intervention | 4.55±0.76 | 5.12±0.89 |
| 1 month after intervention | 11.54±0.84* | 12.36±0.92* |
| 2 months after intervention | 13.27±1.05* | 19.75±0.83* |
| 3 months after intervention | 18.42±1.03* | 28.91±0.89* |

Note: Compared with before intervention, **P* < 0.05.

Conclusions: As a common mental disease, cognitive impairment is difficult to treat. The mental health level of college students with cognitive impairment is usually low. All kinds of negative effects brought by cognitive impairment will greatly hinder the healthy growth and all-round development of college students. The reformed education model can effectively improve the MMSE score of college students with cognitive impairment, significantly alleviate their symptoms of cognitive impairment and ensure their mental health.

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ANALYSIS ON THE POSITIVE IMPACT OF INTERIOR DESIGN ON RESIDENTS BASED ON DESIGN PSYCHOLOGY

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Background: Design is a creative activity, which includes four main steps: imagination, operation research, planning and budget. According to the differences of design purposes, design is usually divided into three types, namely visual communication design, product design and environmental design. The corresponding purposes of the three are to convey, use and live the design works respectively. In the process of design, we need to explore people's demand consciousness from the perspective of psychology, and then integrate it into the design works. This knowledge is design psychology. Design psychology is mainly based on the relevant theories of psychology, which concretely deals with people's psychological state and psychological needs, so that they can be presented in the form of design works. At the same time, design works can also react on people's psychological reactions and related needs. There is a complementary and interdependent relationship between the two. Environmental design mainly includes two space design forms inside and outside the building. From the perspective of design psychology, designers can make reasonable planning and design of the indoor and outdoor space environment of the building, so that the final design works can meet people's living needs and preference demands at the same time. Design psychology is a new branch of art design established in the field of psychology. Based on the psychological acceptance of the general public, it studies people's aesthetic laws and consumer psychology related to vision, touch and mentality. According to people's different needs, create design results based on design methods, and fully consider the psychological impact of design results on social groups or individuals. For residents, interior design needs to meet the pursuit of material and spiritual aspects. The former refers to comfortable living conditions and functional living space. Residents' daily life, study and work have different levels of needs. Therefore, interior design should fully consider the demand elements of different