

development of individuals and groups in social communication. Social psychology is a main branch of psychology, which aims to study the psychological problems related to society. With the development of social economy, people's life and work pressure is increasing. The incidence rate of anxiety disorders is also increasing. More and more employees in enterprises have mental health problems, which is mainly manifested in that more and more employees show anxiety and have an important risk of developing anxiety disorder. The survey shows that the probability of middle-aged workplace employees suffering from anxiety disorders is as high as about 30%. In view of this, based on the perspective of social psychology and combined with the big data platform, this paper constructs the enterprise digital transformation model to explore the positive significance of enterprise digital transformation in solving employee anxiety.

**Objective:** In order to solve the anxiety psychological problems of enterprise employees, this paper constructs the enterprise digital transformation model based on social psychology and combined with the big data platform, in order to explore the positive significance of enterprise digital transformation in solving employee anxiety, so as to ensure the long-term, stable and sustainable development of the enterprise.

**Subjects and methods:** 400 enterprise employees were randomly divided into control group and experimental group, with 200 employees in each group. The control group implemented the traditional enterprise model, and the experimental group implemented the enterprise digital transformation model. The higher the score, the more serious the anxiety of employees in chemical enterprises. Finally, the anxiety psychological status of the two groups of enterprise employees is compared and analyzed.

**Methods:** Complete the data analysis through SPSS23.0 data statistical analysis software.

**Results:** Table 1 shows the changes of anxiety psychology of employees in the two groups. Compared with the control group adopting the traditional enterprise model, the experimental group of enterprise digital transformation based on social psychology and big data platform had less anxiety psychological symptoms, and there was significant difference between the two groups ( $P < 0.05$ ).

**Table 1.** Changes of anxiety psychology of employees in the two groups ( $n=300$ )

Factor	Control group ( $n=150$ )	Experience group ( $n=150$ )	<i>P</i>
Somatization	3.54±0.55	1.39±0.43	<0.05
Obsessive compulsive symptoms	3.36±0.41	1.45±0.56	<0.05
Interpersonal sensitivity	3.44±0.56	1.25±0.43	<0.05
Depressive status	4.29±0.42	1.43±0.57	<0.05
Anxiety state	4.75±0.61	1.28±0.43	<0.05
Hostile situation	3.54±0.55	1.39±0.43	<0.05
Psychological state of terror	3.36±0.41	1.45±0.56	<0.05
Paranoid mental state	3.44±0.56	1.25±0.43	<0.05
Psychotic	4.29±0.42	1.43±0.57	<0.05

**Conclusions:** The enterprise digital transformation mode based on social psychology and big data platform has an important impact on alleviating the anxiety and psychological problems of enterprise employees. It can not only help enterprise employees form correct work values, but also actively relieve the psychological pressure of enterprise employees. Therefore, it can be said that the enterprise digital transformation model based on social psychology and big data platform has high theoretical and practical value.

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## RESEARCH ON THE INFLUENCE OF COMPUTER COURSE ON COLLEGE STUDENTS WITH COMMUNICATION ADAPTATION DISORDER UNDER THE BACKGROUND OF MOOC TEACHING

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**Background:** Adaptation disorder is a chronic psychogenic disorder caused by long-term stressors or difficult situations, coupled with the patient's personality defects, leading to emotional disorders such as anxiety and depression, as well as maladaptive behaviors (such as withdrawal, lack of attention to health,

irregular life, etc.), physiological dysfunction (such as poor sleep, lack of appetite, etc.) and impaired social function. The occurrence of adaptation disorder is the result of the joint action of psychosocial stress factors and individual quality. The reason of adaptation disorder is that individuals cannot adapt to life changes or stress events (such as widowhood, going abroad, immigration, joining the army, retirement, etc.), but they are still in the abnormal state of emotional disorder and bad adaptive behavior. Because many people can successfully deal with the same stressor without any abnormal reaction, and patients have mental disorders, this indicates that personal susceptibility plays an important role in the occurrence of adaptation disorders. Nevertheless, it is important to ensure that this does not happen without pressure. Psychosocial factors of adaptation disorder: changes in living environment and family, deterioration of interpersonal relationship, setbacks in work and study, death of relatives and friends, etc. Some factors also have specific periods, such as newly married, graduates looking for jobs, adapting to new life rules after retirement, and other personality factors of adaptation disorders: for the same stressor, many people can cope smoothly without any abnormal reaction, and patients have mental disorders, which shows that personal susceptibility plays an important role in the occurrence of adaptation disorders, but it should be determined that adaptation disorders will not occur if there is no stressor. In addition, the social adaptability is poor, the coping style is rigid and monotonous, and the individual's physiological conditions under pressure are relatively weak, which is also prone to adaptation obstacles. Stressors of adaptation disorder: one of the stressors leading to adaptation disorder may be, for example, widowhood. It can also be multiple, such as career failure and family casualties. Stressors may be sudden, such as natural disasters. It can also be slow, such as disharmony among family members. In short, the severity of stressors cannot predict the severity of adaptation disorder, but also depends on the nature, duration, reversibility, situation and individual personality characteristics of stressors. Under the action of the same stressor, some people adapt well, some people adapt poorly, but not all of them show adaptation obstacles. It can be reasonably inferred that the personality psychological characteristics (i.e., personality) of patients before illness play an important role. In short, adaptation disorder has an important negative impact on daily life, work and study, and clinical medicine should pay enough attention to it. Related studies have pointed out that communication adjustment disorder has become a problem that needs to be attached great importance to in modern life. Not only because of the high incidence rate of communication adjustment disorder, but also because of communication adjustment disorder, it has a great negative impact on the physical and mental growth of individuals.

MOOC course, as a large-scale online open course, is a new educational model rising in recent years. It is the product of the combination of modern Internet and advanced educational technology. It has the advantages of convenient use, low cost or even free, wide coverage, supporting autonomous learning, rich learning resources and so on. The open sharing of MOOC courses and the characteristics of distributed teaching resources have changed the traditional classroom teaching concept, solved some problems existing in the traditional teaching mode, effectively promoted the development of higher education, and provided a new way for the reform of computer courses and teaching mode in colleges and universities. In short, MOOC provides a new direction for the future development of education. This new educational model will have a significant impact on the existing higher education. Based on the teaching design concept of MOOC course, this paper studies and discusses the teaching reform of computer course in colleges and universities, and it is a positive and beneficial attempt to introduce MOOC course mode into the teaching design of computer specialty. At the same time, in view of the communication adaptation barriers of modern college students, this paper studies the impact of computer courses on college students with communication adaptation barriers under the background of MOOC teaching, in order to effectively alleviate or even overcome the common communication adaptation barriers of college students.

**Objective:** In order to clarify the impact of computer course on college students with communication adaptation disorder under the background of MOOC teaching, this study constructs a computer course teaching scheme based on MOOC mode, which aims to effectively alleviate the common communication adaptation disorder of college students.

**Subjects and methods:** 300 readers of our university were randomly selected as the research objects and randomly divided into control group and experimental group, with 150 readers in each group. The control group adopted the conventional teaching scheme, and the experimental group adopted the computer course teaching scheme based on MOOC mode. Combined with the communication adaptation disorder scale (CAD), the evaluation was carried out by five grade scoring method. The higher the score, the more serious the communication adaptation barrier. Then compare and analyze the improvement of communication adaptation barriers between the two groups of college students.

**Methods:** Use Excel to complete data analysis.

**Results:** Table 1 shows the improvement of communication adaptation barriers of the two groups of college students. It can be seen from Table 1 that compared with the control group, the experimental group adopting the computer course teaching scheme based on MOOC mode has significantly improved the

communication adaptation disorder of college students, and there is a statistical difference between the two groups ( $P < 0.05$ ).

**Table 1.** Improvement of communication adaptation barriers of college students in the two groups

Factor	Control group(n=150)	Experience group (n=150)	P
Emotional response ability	1.39±0.43	4.69±0.59	0.00
Interpersonal skills	1.45±0.56	4.47±0.43	0.00
Action coordination ability	1.25±0.43	3.54±0.55	0.00
Language expression ability	1.43±0.57	3.36±0.41	0.00
Socialization ability	1.39±0.43	4.69±0.59	0.00
Self-orientation ability	1.45±0.56	4.47±0.43	0.00

**Conclusions:** The computer course teaching scheme based on MOOC mode can effectively improve the communication and adaptation obstacles of college students, which is worthy of popularization and application in specific teaching practice.

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## ON THE INFLUENCE OF AUDIENCE'S COGNITIVE PSYCHOLOGY ON THE EFFECT OF NEWS COMMUNICATION

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**Background:** Cognitive psychology is a psychological trend rising in the West in the mid-1950s. It is a psychological mechanism based on human behavior. Its core is the internal psychological process between input and output. It is also related to western traditional philosophy. Its main feature is that it emphasizes the role of knowledge and believes that knowledge is the main factor determining human behavior. Cognitive psychologists' study internal mechanisms and processes that cannot be observed, such as memory processing, storage, retrieval and memory changes. From the perspective of information processing, the research on cognitive process is the mainstream of modern cognitive psychology. It can be said that cognitive psychology is equal to information processing psychology. It regards people as an information processing system, and holds that cognition is information processing, including the whole process of encoding, storing and extracting sensory input. According to this view, cognition can be divided into a series of stages, each stage is a unit that performs specific operations on the input information, and the reaction is the product of this series of stages and operations. The various components of the information processing system are interrelated to some extent. With the development of cognitive psychology, sequential processing is increasingly challenged by parallel processing theory and cognitive neuropsychology. It can be said that cognitive psychology is a psychology that studies the psychological process behind cognition and behavior (including thinking, decision-making, reasoning and the degree of some motivation and emotion). This science covers a wide range of research fields and aims to study the operation of memory, attention, perception, knowledge representation, reasoning, creativity and problem solving. Cognitive psychologists focus on the psychological mechanism as the basis of human behavior, and its core is the internal psychological process between input and output. However, people cannot directly observe the internal psychological process, but can only speculate by observing the input and output. Therefore, the method used by cognitive psychologists is to infer unobserved psychological processes from observable phenomena. Some people call this method convergence proof, that is, collect data of different properties and draw conclusions. Now, cognitive psychology research usually needs the joint support of experiment, cognitive neuroscience, cognitive neuropsychology and computer simulation. This multi-directional research is becoming more and more popular. By studying the brain, itself, cognitive psychologists hope to reveal the basic process of cognitive activity, not just speculate on its process. The most commonly used is to study the cognitive differences between patients with brain injury and normal people to prove the existence and specific patterns of cognitive processing. In short, both in theory and in practice, cognitive psychology has made important achievements. Therefore, it is worth continuing to expand the application scope of cognitive psychology.

Relevant studies have pointed out that the communication effect is the ultimate goal of news