

psychological anxiety on educational reform, evaluates the correlation between them, and puts forward the reform plan. The results show that there is a negative correlation between teachers' psychological anxiety score and education reform performance, which is, reducing teachers' anxiety score is helpful to improve education reform performance. Therefore, in the educational reform of colleges and universities, colleges and universities should pay attention to the psychological anxiety of employees, and improve the quality of educational reform by alleviating the anxiety of employees.

**Table 1.** The influence of teachers' psychological anxiety on the performance of teaching reform

Project	0 month	2 months	4 months	6 months
Senior teachers' anxiety	67.21±1.97	61.24±1.55	54.37±1.32	42.33±1.06
Other teachers are anxious	66.68±1.89	64.28±1.73	65.15±1.86	61.39±1.49
Reform performance	0.74	1.29	3.85	6.62

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## ANALYSIS OF PSYCHOLOGICAL FACTORS AFFECTING THE PROMOTION OF COLLEGE STUDENTS' SENSE OF VALUE IN THE NEW ERA

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**Background:** Contemporary college students are the key training objects in China's education and teaching, and with the impact of social transformation and social changes, college students' values also need to be correctly guided in colleges and universities. In the process of social development, the invasion of western culture brings about the diversification of values and the increasing influencing factors. Therefore, in order to ensure the normal and positive development of college students, it is necessary to put forward effective solutions for the cultivation of college students' values in college education. The formation of college students' values is the formation process of individual basic values to society and basic norms of individual behavior. In the formation process of college students' values, individual thought is the basic factor that determines the direction and speed of their formation and development. The value system of college students includes students' value orientation and psychological development. In order to ensure the improvement of college students' sense of value and promote the cultivation of students' values, we need to make an in-depth analysis of the psychological factors.

Foreign studies have proposed that the psychological operation mechanism plays a great role in the formation of college students' values. Their studies believe that the obedience, assimilation and internalization of college students' psychological behavior are the key factors in the formation of values and the promotion of college students' sense of value. Domestic psychological research suggests that the formation of individual values starts from the acceptance of social established values, and it is also the initial formation of individual cognitive ability. At the same time, it is proposed that the improvement of college students' sense of value also starts from the acceptance of social values. In college life, with the growth of students' age and physical and mental maturity, college students' ability to understand social values is also changing, and students' cognitive psychological changes will lead to the development of their cognition of the surrounding environment in different directions. On this basis, some studies have pointed out that the change of college students' psychological emotion is an important factor affecting the formation of their values, including social cognitive psychology, self-cognitive psychology, vanity psychology, dedication psychology, etc. However, a large number of studies cannot determine the psychological factors affecting the improvement of college students' sense of value in the new era, and it is difficult to explore the change of sense of value through the change of students' values. Therefore, in order to analyze the changes of college students' sense of value in learning and life under the background of the new era, the relevant factors affecting the improvement of college students' sense of value are obtained by analyzing the changes of college students' psychological activities, and put forward reference opinions for the improvement of college students' sense of value.

**Objective:** To understand the current situation of college students' values and the formation process of

students' sense of value under the background of the new era, analyze the psychological changes of college students in school, analyze the correlation between college students' psychological changes and sense of value, and summarize the main psychological influencing factors.

**Subjects and methods:** 600 students from three universities in a university town are selected as the research object. The value sense of all students is investigated by means of follow-up survey. The current situation of students' value sense is counted by Excel, and the change trend of college students' value sense is calculated. In the follow-up, we understand the baseline data such as students' age and address, analyze the psychological changes of students, and use logistic regression analysis to judge the psychological factors affecting college students' sense of value.

**Results:** The logistic regression analysis results of social cognitive psychology, self-cognitive psychology, vanity psychology and dedication psychology in the promotion of college students' sense of value are calculated. Table 1 shows that social cognitive psychology, self-cognitive psychology, vanity psychology and dedication psychology are the risk factors for the improvement of college students' sense of value.

**Table 1.** Regression analysis of risk factors for the promotion of college students' sense of value

Index	OR	95%CI		P
		Lower limit	Upper limit	
Social-cognitive psychology	1.235	1.027	1.309	0.002
Self-cognitive psychology	1.026	0.911	1.212	0.007
Vanity psychology	-1.023	-1.214	-0.994	0.041
Dedication psychology	1.004	0.981	1.027	0.016

**Conclusions:** College students are the key training group in China. How to ensure that students build a good sense of value in the process of acquiring knowledge is the key work in college talent training. By analyzing the changes of students' sense of value in their study and life, and understanding the psychological influencing factors, this paper puts forward countermeasures for the cultivation of college students' sense of value. The results show that the improvement of college students' sense of value is affected by four psychological factors: social cognitive psychology, self-cognitive psychology, vanity psychology and dedication psychology. Through regression analysis, it is found that the above four psychological factors are the main psychological factors for the improvement of students' sense of value. Therefore, in the cultivation of college students, we need to focus on students' social cognitive psychology, self-cognitive psychology, vanity psychology and dedication psychology to formulate a reasonable and appropriate teaching plan to provide guarantee for the positive development of students' sense of value.

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## RESEARCH ON THE IMPROVEMENT OF EMPLOYEES' COGNITIVE IMPAIRMENT BY THE TRAINING MODE OF PSYCHOLOGICAL QUALITY OF E-COMMERCE MARKETERS

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**Background:** The continuous development of computer technology has led to the gradual development of Internet related industries. On this basis, people have transferred a large number of trades from offline to online. China's economy continues to soar, and the country has also opened up a green channel for e-commerce trade, in which the e-commerce model began to rise and develop rapidly. From the current development of e-commerce, the main consumption channel of Chinese teenagers is e-commerce platform. However, in the continuous development of e-commerce, it can also be found that with the continuous expansion of e-commerce platform, the requirements for marketing personnel are becoming more and more stringent. Therefore, it is constantly found that the psychological negative emotions of staff in the marketing process are becoming more and more obvious. And more seriously, in the marketing process, due to the aggravation of psychological negative emotions, a large number of marketers gradually have cognitive impairment. The emergence of cognitive impairment not only seriously hinders the progress of marketers in their daily work, but also seriously affects their life and work enthusiasm. Therefore, how to improve the cognitive impairment of e-commerce marketers is of great significance.

Cognitive impairment is a kind of cognitive impairment caused by brain defect. Patients with cognitive impairment need to take drugs for a long time in the follow-up treatment. In psychiatry, cognitive