

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

impairment is classified as a kind of mental disorder. This kind of mental disorder is that patients have cognitive impairment of understanding external things, and also have cognitive impairment of understanding their own specific situation. In psychiatry, it is considered that patients with cognitive impairment are mental disorders obtained after being impacted by thought or emotion. When patients suffer from cognitive impairment, they will have cognitive ambiguity, cognitive deviation and other symptoms. Patients' cognitive ambiguity refers to the occurrence of difficult to recognize things in normal cognition, which leads to patients' inability to distinguish the authenticity and safety of things, which will lead to psychological cognitive problems, which will seriously lead to patients' mania. The cognitive deviation of patients refers to the deviation of patients' cognition of different things or events from that of ordinary people, that is, the cognition of external things of patients with cognitive impairment violates common sense. When the cognitive deviation of patients is serious, there will be serious mental disorders, and finally hallucinations and other deterioration phenomena. Psychologically speaking, cognitive impairment is a significant psychological disease, so the remission of cognitive impairment can achieve the therapeutic effect by taking psychological training measures. The research will analyze the application effect of psychological quality training mode in the remission of cognitive impairment, which does not provide reference for the treatment of cognitive impairment of e-commerce workers.

Objective: Analyze the current situation of cognitive impairment of e-commerce marketers, count the work of employees in e-commerce marketing, analyze the impact of employees' cognitive impairment on their work, and put forward a psychological quality training model that can improve employees' cognitive impairment.

Subjects and methods: Select 24 marketers from 10 businesses in the e-commerce platform as the research object, and obtain the current situation of cognitive impairment and the changes of psychological activities at work through online evaluation. Based on the cognitive impairment of employees, formulate the psychological quality training strategy, and apply the psychological quality training strategy to the psychological quality training of e-commerce marketers. The changes of cognitive impairment of marketers before and after the cultivation of psychological quality were counted by SPSS22.0 for statistical analysis.

Results: The changes of cognitive impairment of 24 marketers are shown in Table 1. Social cognition and self-cognition are used to quantify and evaluate the cognitive impairment of the research object, expressed as 0-10 points. Table 1 shows that under the influence of the psychological quality training mode, the social cognition and self-cognition abilities of all marketing personnel show a gradual increase trend, indicating that the psychological quality training can effectively improve the cognitive impairment of employees.

Table 1. Changes of employees' cognitive level before and after psychological quality training

Timing	Social cognition	Self-cognition
Before culture	2.4±1.1	2.9±1.2
After culture	7.2±1.3	7.5±1.3
<i>P</i>	<0.05	<0.05

Conclusions: In the development of e-commerce, the psychological quality and cognitive ability of marketers are the key factors to promote sales growth. Therefore, how to improve the cognitive impairment of marketers is an urgent problem to be solved by e-commerce platform. In the research, starting with the cognitive obstacles of marketers, this paper constructs a psychological quality training model to alleviate the negative psychological emotions of marketers. The results show that under the psychological quality training mode, the social cognition and self-cognition of marketers can be significantly improved, and the degree of cognitive impairment of employees can be reduced. The above results show that for the cognitive impairment of marketers in the development of e-commerce, it is necessary to guide the construction of employees' mental health system through the cultivation of psychological quality, so as to improve employees' psychological tolerance, so as to reduce their cognitive impairment.

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RESEARCH ON THE INFLUENCE OF ENTERTAINMENT OF NEWS COMMUNICATION ON RELIEVING MENTAL STRESS UNDER THE BACKGROUND OF NEW MEDIA

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