

long time, some administrators have doubts about their ability to work, resulting in anxiety. Based on positive psychology, the research innovates and improves the incentive mechanism of higher vocational colleges, so as to stimulate the work enthusiasm of administrative personnel, improve the administrative efficiency of higher vocational colleges and alleviate the anxiety of administrative personnel.

Subjects and methods: 40 administrative personnel from 6 higher vocational colleges were selected as the research objects. The anxiety psychological degree of the research objects was evaluated by Self-rating Anxiety Scale (SAS), Self-rating Depression Scale (SDS) and Symptom Checklist 90 (SCL-90), and the work efficiency of the research objects was evaluated by the monthly performance score of administrative personnel.

Study design: Using the random number table method, 40 administrative staff were randomly divided into study group and control group, with 20 people in each group. Among them, the administrative staff in the research group adopted the improved incentive mechanism based on positive psychology, while the administrative staff in the control group adopted the traditional incentive mechanism. After a period of time, the anxiety level and work efficiency of the two groups were compared.

Methods: The relevant data were processed and analyzed by software SPSS17.0.

Results: After a period of work, the scores of somatizations, obsessive compulsive symptoms, interpersonal sensitivity, depression, anxiety, hostility, terror, paranoia and psychosis of the administrative staff in the study group were significantly lower than those in the control group ($P < 0.05$), as shown in Table 1.

Table 1. SCL-90 for two groups of executives

Project	Group		t	P
	Research group	Control group		
Somatization	24.6±8.2	35.4±10.7	6.425	0.000
Obsessive compulsive symptoms	22.4±7.3	28.5±7.6	7.642	0.000
Interpersonal sensitivity	19.8±3.2	29.5±6.3	8.179	0.000
Depression	28.2±4.5	40.1±9.7	6.130	0.000
Anxiety	24.9±6.2	33.4±8.1	7.528	0.000
Hostile	8.2±1.8	17.3±6.1	6.319	0.000
Terror	14.3±3.2	22.5±4.7	8.147	0.000
Paranoid	10.3±6.4	16.8±6.5	8.826	0.000
Psychotic	19.2±4.8	28.6±5.3	6.513	0.000

Conclusions: At present, there are many problems in the incentive mechanism of administrative personnel in many higher vocational colleges. Some administrative personnel doubt their working ability, resulting in anxiety. Excessive anxiety will also cause administrators to have negative and negative psychology about themselves and work, lose hope for life, and produce negative psychology, which has caused a burden to society and families. Based on positive psychology, the research innovates and improves the incentive mechanism of higher vocational colleges. The results showed that after a period of work, the scores of somatizations, obsessive-compulsive symptoms, interpersonal sensitivity, depression, anxiety, hostility, terror, paranoia and psychosis of the administrative staff in the study group were significantly lower than those in the control group ($P < 0.05$). The above results show that the improvement of incentive mechanism based on positive psychology can effectively stimulate the work enthusiasm of administrative personnel, improve the administrative efficiency of higher vocational colleges, alleviate the anxiety of administrative personnel, and promote the personal development of higher vocational colleges and administrative personnel.

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A STUDY ON COLLEGE STUDENTS' LEARNING AVOIDANCE PSYCHOLOGY IN THE PROCESS OF ENGLISH WRITING

Jingjie Cao¹ & Zhiming Tang^{2*}

¹Chengdu Technological University, Chengdu 611730, China

²*International College of Fujian Agriculture and Forestry University, Fuzhou 350002, China*

Background: With the advent of the era of economic globalization, economic and cultural exchanges between countries are becoming more and more frequent, the scale of transnational trade is becoming larger and larger, and the demand for international talents with English skills is also increasing. As an important position of international talent reserve, English education in colleges and universities has been paid more and more attention by people from all walks of life. In the process of English learning, English writing is an important way to improve students' mastery of English. However, due to the boring writing and the huge academic pressure, some students will have anxiety and fear about English writing, and then have avoidance and anxiety about English writing. Avoidance psychology refers to that college students will subconsciously avoid using unfamiliar words or sentence structures in English speaking and writing, and choose relatively simple and familiar words and sentence structures. The existence of avoidance psychology will greatly affect the improvement of students' English level, and then affect students' future development. Therefore, it is necessary to find appropriate ways to eliminate students' avoidance psychology.

Educational psychology is an important part of applied psychology. It is a psychological theory put forward under the background of teaching reform. It has important theoretical and practical significance in promoting the reform of education system. In addition, educational psychology is also of great significance to the improvement of educators' psychological quality and teaching methods. Educational psychology contains many related theories, including psychological content, students' psychological change law in the learning process, teachers' analysis and cultivation of students' learning motivation, teachers' transfer and promotion of students' learning, teachers' analysis of students' cognitive ability development, teachers' cultivation of students' cognitive understanding, students' memory development, students' knowledge consolidation methods, students' cognitive strategy formation cultivate students' problem-solving ability and innovation ability, cultivate students' correct self-consciousness, students' group psychology and students' mental health education. Based on the analysis of college students' avoidance psychology based on educational psychology, it can be seen that college students' avoidance psychology mainly comes from their lack of confidence in their own English level and learning anxiety caused by poor learning efficiency. Therefore, the research improves the college English teaching model based on educational psychology, so as to improve students' English level, improve students' self-confidence, alleviate students' learning anxiety, and eliminate students' learning avoidance psychology in the process of English writing.

Objective: College students' avoidance psychology is mainly due to their lack of confidence in their English level and learning anxiety caused by poor learning efficiency. The existence of avoidance psychology will greatly affect the improvement of students' English level, and then affect students' future development. Therefore, it is necessary to find appropriate ways to eliminate students' avoidance psychology. Based on educational psychology, this study improves the college English teaching model in order to eliminate students' learning avoidance psychology in the process of English writing.

Subjects and methods: 60 students with avoidance psychology in English writing were selected as the research objects in a university. The Self-rating Anxiety Scale (SAS) and Hospital Anxiety and Depression Scale (HADS) were used to evaluate the degree of students' learning anxiety, and the students' English scores were used to evaluate the teaching effect and avoidance psychology.

Study design: Students were randomly divided into study group and control group, with 30 people in each group. Among them, the students in the research group adopted the improved English teaching model based on educational psychology. The students in the control group used the traditional English teaching model. After teaching for a period of time, the degree of learning anxiety and the elimination of avoidance psychology of the two groups of students were compared.

Methods: The relevant data were processed and analyzed by software SPSS18.0 and Excel.

Results: After a period of teaching, the SAS score of students in the study group decreased significantly ($P < 0.05$), and was significantly lower than that of the control group ($P < 0.05$). The academic performance of the study group was significantly higher than that of the control group ($P < 0.05$). The changes in the degree of depression of the two groups are shown in Table 1.

Table 1. Changes in the degree of depression of the two groups of students

Timing	SAS Score		<i>t</i>	<i>P</i>
	Research group	Control group		
Before teaching	75.3±12.2	76.1±11.8	0.147	0.852
After teaching	46.7±6.4	75.7±8.9	8.051	0.009
<i>t</i>	9.475	4.352	-	-
<i>P</i>	0.000	0.043	-	-

Conclusions: English writing is an important way to improve students' mastery of English. However, due to the boring writing and the huge academic pressure, some students will have anxiety and fear towards English writing, and then have avoidance and anxiety towards English writing. Students' avoidance psychology mainly comes from their lack of confidence in their English level and learning anxiety caused by poor learning efficiency. Therefore, the research is based on educational psychology to improve the college English teaching model. The experimental results showed that after a period of teaching, the SAS score of students in the study group decreased significantly ($P < 0.05$), and was significantly lower than that in the control group ($P < 0.05$). The academic performance of the study group was significantly higher than that of the control group ($P < 0.05$). It shows that the improvement of English teaching model can significantly improve students' English level, improve students' self-confidence, alleviate students' learning anxiety, and eliminate students' learning avoidance psychology in the process of English writing.

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ECONOMETRIC ANALYSIS OF CHINA'S RESIDENTS' CONSUMPTION GAP UNDER THE BACKGROUND OF CONSUMPTION PSYCHOLOGY

Dongmin Zhang*, Libo Zhu & Xiuying Ma

Jilin University of Finance and Economics, Changchun 130117, China

Background: In the process of China's rapid economic development, the income distribution gap of Chinese residents is gradually expanding. Studies have reported that in 2007, the Gini coefficient of Chinese residents has exceeded 0.45. The widening income gap has also directly led to a large gap in the consumption level of Chinese residents. Among them, the consumption gap between urban and rural residents is the most intuitive and obvious. Studying and analyzing the consumption gap of Chinese residents will help to maintain the sustainable development of China's economy and narrow the income gap of Chinese residents, so as to achieve a well-off society in an all-round way and improve national happiness. However, the research and analysis of the national consumption gap has a huge workload, and some staff engaged in this cause are often unable to complete their work accurately and efficiently. Therefore, they doubt their ability to work, and then have anxiety. Frustration is a kind of psychological state in which an individual is unable to overcome his or her fear and anxiety, which leads to the formation of a state of self-confidence and frustration. Long term and excessive anxiety will damage the patient's body function, reduce the patient's mental health level, and affect the patient's normal work and life. Therefore, it is necessary to find an appropriate method to measure and analyze the consumption gap of residents in China in order to alleviate the anxiety of staff.

Consumer psychology is a branch of psychology that mainly studies the consumer behavior and psychological change law of consumers in consumer activities, including the process of consumers' psychological activities, consumers' personality psychological characteristics and so on. In the theory of consumer psychology, it is believed that consumers have a series of complex psychology in the process of making purchase decisions, such as seeking truth, beauty, convenience, comparison, preference, conformity, pride, possession, preservation, nostalgia, love to take advantage, fear of regret and so on. Based on consumer psychology, this study analyzes the consumption situation of Chinese residents, puts forward assumptions based on the analysis results, and constructs an index system to measure and analyze the consumption gap of Chinese residents, so as to alleviate the anxiety of staff.

Objective: The income distribution gap of Chinese residents is gradually expanding, which leads to a large gap in the consumption level of Chinese residents. The research and analysis of the national consumption gap has a huge workload. Some staff engaged in this cause are often unable to complete their work accurately and efficiently. Therefore, they doubt their ability to work, and then have anxiety. This study constructs an index system based on consumer psychology to measure and analyze the consumption gap of residents in China, so as to alleviate the anxiety of staff.

Subjects and methods: 60 people engaged in related work were selected as the research objects. Self-rating Anxiety Scale (SAS), Hospital Anxiety and Depression Scale (HADS) and Symptom Checklist 90 were used to evaluate the anxiety degree of the two groups.

Study design: The subjects were randomly divided into study group and control group by random number table method, with 3 in each group 0 people. Among them, the research group used the index system based on consumer psychology to analyze the consumption gap of Chinese residents, and the control group used the traditional method to analyze the consumption gap of Chinese residents. After a period of time, the