

THE EFFECT OF COLLEGE EDUCATION MANAGEMENT UNDER POSITIVE PSYCHOLOGY ON COLLEGE STUDENTS' COGNITIVE IMPAIRMENT

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Background: Positive psychology is a new science that studies the psychological state and psychological change law of human beings under various environments and conditions from a positive perspective. It adopts scientific principles and methods to study happiness, advocates the positive orientation of psychology, studies human positive psychological quality, and pays attention to human health, happiness and harmonious development. Specifically, positive psychology absorbs most of the research methods and research means of traditional mainstream psychology, such as scale method, questionnaire method, interview method and experimental method, and organically combines these research methods and research means with humanistic phenomenological method and empirical analysis method. At the same time, positive psychology takes a more inclusive attitude. It focuses on empirical research methods and does not reject non empirical research methods, which is also its superior to humanistic psychology. In other words, positive psychology inherits the reasonable core of humanistic and scientific psychology and modifies and makes up for some deficiencies of psychology. It goes against the previous pessimistic view of human nature and turns to pay attention to the positive aspects of human nature. Due to these characteristics, this discipline is widely used in the fields of education, management and so on.

The main manifestation of cognitive impairment is that the high-level functions of human brain such as memory, logic and thinking cannot operate normally, and the cognitive impairment of patients in one aspect is likely to cause cognitive impairment in other aspects. The causes of cognitive impairment diseases are mostly abnormal activities of human cerebral cortex.

At present, some college students in China suffer from cognitive impairment and mental illness due to increased employment pressure, poor family education and poor school management. The traditional coping style is to hire psychological teachers to provide professional psychological counseling or drug treatment, but these methods are expensive for schools and difficult to accept for students. Therefore, this study attempts to integrate the theories and methods of positive psychology into the daily education management of colleges and universities. It is expected that this way can play a subtle role in treating students' cognitive impairment.

Objective: To understand the current situation and main causes of cognitive impairment among college students in China by means of expert interview and literature review. On this basis, by carrying out teaching management experiments in schools, to verify the impact of applying positive psychology methods to daily management of colleges and universities on students' cognitive impairment symptoms.

Subjects and methods: Three schools with a high proportion of students suffering from cognitive impairment diseases were selected in China, and then 188 college students willing to participate in the study and suffering from different degrees of cognitive impairment diseases were selected as the research objects. They were divided into intervention group and control group, with 94 students in each group. Before the experiment, the two groups of students were asked to fill in some of their basic information as required, and the difference significance of students' basic information was tested. After confirming that there is no significant difference in the basic information of the two groups of students, let the two groups of students accept the educational management organized by the university management, which involves the daily life of college students, classroom and actual teaching, after-school communication between teachers and students, public activities in the school, etc. However, teachers and managers are required to make full use of positive psychological methods and pay attention to encouraging and mobilizing students' positive psychology when managing students in the intervention group. The teaching management experiment lasted for 3 months. MMSE (Mini Mental State Examination) test should be conducted for the two groups of students before and after the experiment to understand the changes of cognitive impairment. In this study, the measurement data is expressed in the form of mean \pm standard deviation, and *t*-test is used for it. The counting data is displayed in the form of number or proportion of number, chi-square test is carried out, and the significance level is set to 0.05.

Results: After the experiment, SPSS20.0 software carries out statistical analysis on complete data samples, and the results are shown in Table 1.

It can be seen from Table 1 that the MMSE score *t*-test *P* value of the two groups of students before the experiment is greater than the significance level, and the difference is not significant. The MMSE score *t*-test *P* value of the students in the intervention group and the control group after the experiment is 0.025, which is less than the significance level of 0.05. It is considered that the data difference is significant, and the mean MMSE score of the students in the intervention group after the experiment is 27.2, which is higher than 23.0 of the control group.

Table 1. Statistics of MMSE scores of students with cognitive impairment before and after the experiment

Statistical time	Intervention group	Control group	<i>t</i>	<i>P</i>
Before experiment	23.0±3.8	23.1±4.1	1.205	2.834
After the experiment	27.2±4.3	23.0±3.9	0.178	0.025
<i>t</i>	0.362	1.425	-	-
<i>P</i>	0.021	2.513	-	-

Conclusions: Aiming at the problem that some college students suffer from cognitive impairment, this study attempts to analyze the application of the theory and method of positive psychology to the educational management of colleges and universities, and explore whether this method can alleviate the symptoms of cognitive impairment of some college students at a low cost. The results of the teaching management experiment show that after the experiment, the overall cognitive impairment symptoms of the intervention group are less serious than those of the control group, which shows that integrating the theory and method of positive psychology into the college education management system is indeed helpful to alleviate the cognitive impairment of college students.

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THE EFFECT OF E-COMMERCE DEVELOPMENT INNOVATION MODEL ON THE COMMUNICATION AND ADAPTATION OBSTACLES OF MARKETERS

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Background: A message or opinion is disturbed by language or other factors in the transmission process, which distorts or distorts the information, so that the communication cannot receive the expected effect. These factors affecting the transmission or acceptance of information are communication obstacles. Communication barriers are mainly composed of four aspects: the first is the language barrier, which is mainly manifested in direct communication or interpersonal communication. It is the expression distortion or failure caused by language factors such as accent, grammar and dialect. The second is the ideological barrier, which is extremely complex. If people have different views, experiences, values, roles and upbringing, they will all have different views. The third point is emotional disorder, which is not only a psychological disorder with situational and accidental nature, but also the most difficult to control. The typical manifestation is the intentional distortion and complete reversal of information caused by abnormal emotions in interpersonal communication. People's personality factors also affect the communication of information. The last is the technical barrier, which is mainly reflected in indirect communication. There are obstacles such as "noise" and "distortion" in communication with technical means, and there is also distortion of information transmission caused by grammatical errors in written expression. With the rapid development of China's Internet economy, the innovation consciousness of e-commerce enterprises has been gradually stimulated, resulting in domestic e-commerce enterprises guiding many industrial innovations in the past decade. Although this is of positive significance to the industry and the national economy, these innovations will also have a considerable impact on the marketing personnel in the enterprise, and may even lead to the dismissal of some employees with communication and adaptation barriers who cannot meet the job needs of their posts.

Objective: Through offline interviews with industry insiders and access to relevant academic materials, this study understands the impact of enterprise development and innovation on employees with communication adaptation barriers in innovative e-commerce enterprises. Based on this, some suggestions are put forward to improve the job adaptability of marketing personnel in e-commerce enterprises and reduce the loss of marketing personnel.

Subjects and methods: Through offline interviews with industry insiders, consulting the development history of e-commerce industry and materials in the field of communication adaptation barriers, we can understand the work of employees with communication adaptation barriers in e-commerce enterprises. On this basis, take a large domestic e-commerce enterprise established for more than 10 years as an example, cooperate with it, and require its personnel department to cooperate with the research team to start the investigation. The marketing personnel who have been employed for more than 10 years are selected from the marketing department of the enterprise, and the personnel department is required to score their