

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

communication adaptability before the first major reform of the company according to the historical archives kept by the enterprise (the percentage system, less than 60 points are considered to have communication adaptability disorder), and then select 23 people who had communication adaptability disorder at that time and are currently in service as the research object. The personnel department is required to score the current communication adaptability of these employees again according to relevant data, and the standards of the previous and subsequent scoring should be consistent. After scoring, the researchers interviewed each person to understand their changes in their communication skills and their views on the reform of the company.

Results: In the experiment, the measurement type characteristics were displayed in the way of mean \pm standard deviation, and the *t*-test was carried out, and the significance level of the difference was taken as 0.05. See Table 1 for the two scoring results.

Table 1. Statistical results of two scores of subjects

Statistical items	First score	Second score	<i>P</i>
Score	52.4 \pm 4.8	68.9 \pm 3.7	0.002
Severity of communication adaptation disorder	Light	Nothing	-

Note: The “severity of communication adaptation disorder” in Table 1 is given by the personnel of the personnel department according to the scoring data of the tested object.

It can be seen from Table 1 that after many times of company reform, the severity of communication adaptation disorder of the company’s marketing personnel has been significantly alleviated. The second scoring data shows that the remaining personnel no longer suffer from the symptoms of communication adaptation disorder as a whole, because at this time, the average score of communication adaptation disorder of the research object is 68.9 points, which is higher than the threshold of 60 points.

Conclusions: In order to study the impact of e-commerce enterprise innovation and Reform on marketers suffering from communication adaptation barriers in enterprises, this study designed and carried out a data survey action. By analyzing the symptom severity score data of the marketing personnel who have been employed in the selected enterprise for more than 10 years and have communication adaptation disorder, it is found that the severity of communication adaptation disorder has been significantly alleviated after many companies’ reform processes. The interview found that this is because after the enterprise reform, the marketing personnel are required to go out of the office and have more contact with offline suppliers and retail stores, which indirectly promoted the improvement of their communication skills. However, the research object also reflected that the cost of this reform is that the turnover rate of marketing personnel suffering from communication adaptation barriers is large, which increases the cost of human management and training of the company. Therefore, this study proposes that when carrying out reform activities, e-commerce enterprises can devote part of their energy to the communication and adaptation of marketing personnel, and take measures to train and provide psychological counseling to those who cannot adapt in time, so as to reduce the loss of human resources.

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ANALYSIS ON THE RELIEVING EFFECT OF RURAL TOURISM DEVELOPMENT ON TOURISTS’ ANXIETY

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Background: At present, the number of people with anxiety disorder in China is increasing. The following introduces the specific contents of anxiety disorder, and then leads to a potentially feasible solution. Anxiety refers to the negative and complex emotional states such as tension, uneasiness, worry and worry caused by possible dangers, losses and threats in the future. Its main clinical manifestations include panic disorder, such as sense of near death, sense of loss of control, sense of mental collapse, and physical symptoms of panic attack, such as rapid heartbeat, diarrhea, dizziness, etc. Followed by generalized anxiety disorder, which is divided into mental anxiety, physical anxiety Symptoms of motor restlessness of nerves and muscles. At present, the treatment of anxiety symptoms is mainly based on professional psychological guidance, and those with serious symptoms can be treated with drugs. In recent years, with the promotion of China’s rural revitalization strategy, the rural tourism industry has shown a vigorous