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## ANALYSIS ON THE INFLUENCE OF E-COMMERCE PRODUCT CIRCULATION SYSTEM INNOVATION ON RESIDENTS' MENTAL ANXIETY IN THE ERA OF DIGITAL ECONOMY

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**Background:** Most of the initial symptoms of patients with mental anxiety symptoms are mainly the accumulation of psychological pressure. In the initial anxiety symptoms, the patients' consciousness of their psychological stress relief behavior is not high, which leads to their lack of stress psychological counseling behavior, which leads to the accumulation of psychological pressure or uneasy emotion, and then leads to the symptoms of mental anxiety. In most patients with mental anxiety, there are many kinds of difficulties in interfering with their own psychological status, which are mainly divided into two main types: psychological dilemma, life communication dilemma and social service dilemma. Psychological act dilemma refers to the psychological motivation and behavior performance of mental anxiety patients who lack self-help under the influence of anxiety. Most mental anxiety patients will show this kind of behavioral inaction, and behavioral inaction further promotes the generation of anxiety and forms a vicious circle of feeding anxiety with anxiety. Sometimes, as a dilemma, psychology is also manifested in the chaotic logic of behavior. Patients try to appease their emotions through rapid behavior, but due to the lack of basis of behavior, it has little effect, which further leads to frustration and anxiety. The social anxiety of patients means that the social anxiety of patients is not related to the social difficulties of the outside world, which leads to the formation of their own spiritual difficulties, such as the lack of social care and other social difficulties. For patients with social difficulties, it is not necessarily caused by the lack of social support. These two dilemmas reflect the separation of patients with mental anxiety from the outside world. In the era of digital economy, this fragmentation has been alleviated to some extent, that is, patients with mental anxiety do not have to communicate with the outside world through direct interpersonal communication, but can communicate through digital media. The flow of e-commerce products in the digital era provides a way for mental anxiety patients to experience the external world, feel external support and relieve their anxiety psychology.

**Objective:** By exploring the impact of e-commerce product circulation system innovation on Residents' mental anxiety in the era of digital economy, this study provides contemporary mental anxiety patients with an experience of abandoning their sense of self isolation and a way to communicate with the outside world, so as to provide an effective way for mental anxiety patients to slow down their anxiety. At the same time, the research can also help the e-commerce market improve relevant auxiliary means. Create a more supportive experience for patients with mental anxiety.

**Subjects and methods:** This study combines correlation analysis and Bayesian classification, and makes targeted analysis to different element types on the basis of establishing the logical chain of correlation research.

**Study design:** This study uses the correlation analysis method to analyze the correlation between the circulation of innovative e-commerce products and residents' mental anxiety. Based on the correlation, this study makes a classified impact factor analysis on the impact of e-commerce product circulation system innovation on residents' mental anxiety in the era of digital economy.

**Methods:** This study uses SPSS software to analyze the impact of e-commerce product circulation system innovation on residents' mental anxiety in the era of digital economy.

**Results:** The impact of personalized circulation of e-commerce products on residents' mental anxiety in the era of digital economy is shown in Figure 1.

Figure 1 shows the dynamic expression of the change of residents' mental anxiety score with the change of the personalized degree of e-commerce product circulation in the era of digital economy. It can be seen that with the improvement of the personalized degree of electronic product circulation, the overall mental anxiety score of the audience decreases, but the overall willingness to buy electronic goods increases, In the era of digital economy, the personalized circulation of e-commerce products is beneficial to increase residents' purchase intention, and this personalized shopping experience suitable for residents' actual life is beneficial to the reduction of residents' overall mental anxiety score.

**Conclusions:** To solve the problem that mental anxiety patients are generally separated from external social support. This study starts with the innovation of e-commerce product circulation system in the era of digital economy, uses relevance analysis to establish a relevance chain between e-commerce product

circulation and mental anxiety, and further analyzes the influence factors between them. The results show that with the improvement of the personalization of electronic product circulation, the overall mental anxiety score of the audience decreases, and the overall willingness to buy electronic goods increases. It can be seen that the digital and win-win development of e-commerce can reduce the anxiety of customers and open up a new e-commerce market.

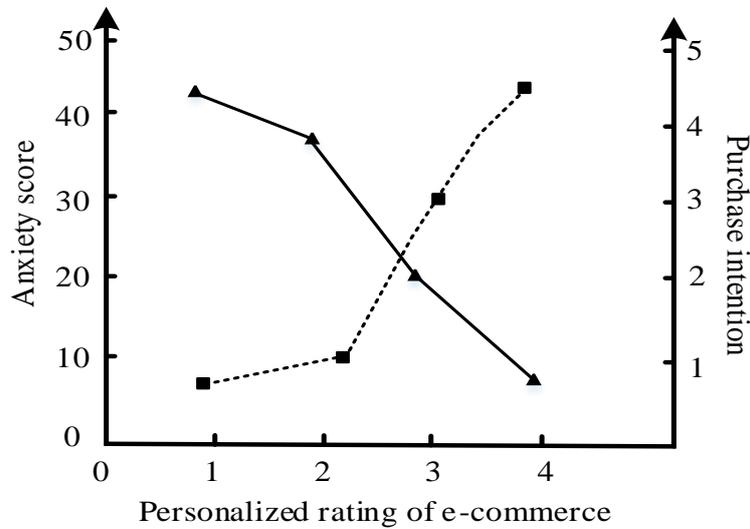


Figure 1. Personality anxiety analysis

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## THE PRACTICAL TEACHING REFORM OF THE CULTIVATION OF NORMAL COLLEGE STUDENTS AND THE CURE OF COLLEGE STUDENTS' EMOTIONAL ANXIETY PRESSURE

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**Background:** Emotional anxiety is the external emotional expression of anxiety psychology, which is manifested in an obstacle that is difficult to realize the regulation of their own emotions, which makes individuals fall into an easily repeated anxiety emotion, and there are many reasons for anxiety emotion. The stimulation of external objective environment, their own psychological tolerance, cognitive level and so on will cause individuals to have negative emotions such as anxiety. Anxiety psychology is a typical irrational mentality, which refers to a widespread psychological state and emotion of nervousness and confusion and pessimism about the future. The nervousness and anxiety caused by it and the suspicion, irritability, fear, frustration, confrontation, as well as the accompanying confusion of thinking, mental laxity and lack of confidence will have an impact on people's emotional regulation and behavior orientation, and even endanger personal physical and mental health in serious cases. Appropriate anxiety can make individuals maintain a positive attitude to deal with the changes and challenges of surrounding things, but excessive anxiety will affect the objectivity and rationality of people's evaluation of things, and it is very easy to be guided by negative emotions to make impulsive behavior, which will affect the normal living state of individuals. The reasons for the anxiety psychological performance of people of different ages and different occupational attributes are also different. The younger the age, the narrower and simpler the anxiety psychology involves, while the richer the social experience, the more aspects the group considers, and the sources of anxiety are complex, including not only the pressure burden at the individual level, but also the anxiety related to the connection with external things. The psychological condition of college students is not fully developed and mature. The perceived pressure from the outside and their own value judgment will make them consider many factors such as study, interpersonal relationship and examination, and sometimes produce psychological burden and pressure, which makes them more prone to self-doubt and