

learning ability and application ability have been improved. College sports humanistic education has a positive impact on students' development.

Table 1. Scores of cognitive psychological indicators of 120 students after six months of college physical education and humanistic education

Project	Physical and mental health indicators	Learning ability index	Application capability index
Before study	5	6	4
After study	8	9	7

Conclusions: The research on cognitive psychology is conducive to mining the relevance of things themselves. The research on students' cognitive psychological path in college education can more effectively optimize the educational content and improve the teaching quality of colleges and universities. Therefore, this paper analyzes the characteristics of physical humanistic education in colleges and universities, analyzes the positive impact of physical humanistic education on college students, and then discusses the impact of physical humanistic education on students' cognitive psychological path. The results show that college sports humanistic education has a positive impact on students' cognitive psychological path, which can continuously improve students' learning mood, alleviate students' learning pressure, and improve students' classroom learning quality. Therefore, it can be found that the research on cognitive psychological path can improve the teaching quality of colleges and universities and provide important suggestions for the reform of college education.

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ANALYSIS ON THE INFLUENCE OF MARVEL FILM COSMIC TEXT STRATEGY ON AUDIENCE CONSUMPTION PSYCHOLOGY FROM THE PERSPECTIVE OF INTERTEXTUALITY

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Background: Consumer psychology is an important branch of psychological research. It studies the changes of consumers' inner activities. Through the mining of the characteristics of consumers' life and consumption activities, it can promote consumers to carry out consumption activities, achieve profits or promote marketing effects. In the research of consumer psychology, it is necessary to explore the characteristics of consumer psychology. Consumer psychological characteristics are related to consumption influencing factors. Consumers will consider many factors when purchasing goods, such as the price, use value, quantity and quality of goods. At the same time, in the study of consumer psychology, the characteristics of psychological activities of consumers of different products are also different. Among high-end commodities, consumers have the psychology of comparison and seeking differences. The sales value of products is more reflected in the personality characteristics of commodities to meet the diversified psychological requirements of consumers. In the consumption of daily necessities, the psychology of consumers is dominated by practical psychology, and the requirements of affordable and practical psychology are considered at the same time. In product sales, we can explore the potential purchase relationship between products and consumers through the study of consumers' consumption interest, psychological characteristics, consumption habits, values and other psychological characteristics, so as to arouse consumers' consumption desire to buy goods and achieve the purpose of promoting product sales.

Intertextuality is a new text theory rising nowadays. The research emphasizes the fracture and uncertainty of the text itself. This kind of text has been favored by many young people in the social development. From the perspective of intertextuality, more and more consumers like hero type material films. This text is in line with the values and ideas of young people today, and captures the psychological needs of consumers. At present, marvel films have gained a large number of fans and audiences all over the world, and set off a kind of heroic culture all over the world. Once its series of film universe texts are launched, they have gained a large number of audiences, which is closely related to its firm grasp of consumers' hearts. In the research of consumer psychology, the reason why Marvel series film universe text can harvest a large number of audiences is closely related to the theme of the text itself, the innovation of the text and the psychology of consumer heroism. Through the research of audience consumption

psychology, we can firmly grasp the relationship between consumer demand and consumer psychology. Therefore, in order to study the influence of Marvel film cosmic text strategy on audience and consumer psychology, this study analyzes the psychological characteristics and influencing factors of consumers, studies the characteristics of Marvel series film cosmic text, and then analyzes the influence of Marvel film cosmic text strategy on consumer psychology.

Objective: To study the characteristics and influencing factors of consumer psychology, analyze the characteristics of consumer psychology, and analyze the characteristics of Marvel film cosmic text from the perspective of intertextuality, and then discuss the influence of Marvel cosmic text strategy on audience consumer psychology.

Subjects and methods: 200 young film viewers were randomly selected as researchers to study the psychological changes of consumers by letting the audience watch the traditional film text and Marvel Universe film text. At the same time, the traditional film text and Marvel Universe film text were scored with a score of 1-10. The higher the score, the more consumers like the film text strategy. The evaluation indicators include characterization, plot design, content integration and viewing desire. So as to evaluate whether Marvel's cosmic intertextuality strategy has a positive impact on consumers' psychology.

Results: As shown in Table 1, it is the score of 200 viewers after watching the ordinary film text and Marvel Universe text strategy. It can be clearly seen that Marvel Universe text strategy is more liked by consumers' psychology. No matter the setting of characters, plot design and viewing desire are higher than ordinary text strategy, indicating that Marvel Universe text strategy has a positive impact on consumers.

Table 1. 200 viewers rated the traditional film text and Marvel Universe text strategy

Project	Characterization	Plot design	Content integration	Viewing desires
Ordinary movie text	5	4	5	4
Marvel Universe text	7	7	8	8
<i>P</i>	<0.05	<0.05	<0.05	<0.05

Conclusions: Marvel series hero films have always been deeply loved by young groups. They firmly grasp the psychological characteristics of people's heroism and the worship of the younger generation for power, especially the cosmic text strategy of Marvel films, grasp the audience's consumption psychology and win a large number of audiences. Therefore, this paper analyzes the influence of Marvel film cosmic text strategy on audience consumption psychology. The results show that Marvel's series of works are more concerned among the young groups. Compared with ordinary types of texts, Marvel's film universe text strategy is more liked by the young groups. Therefore, in the research of consumer psychology, if we can grasp the characteristics of consumers' psychological needs, we can improve consumers' purchase desire and product sales performance.

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THE INFLUENCE OF THE CONSTRUCTION OF QUALITY STANDARDS FOR THE CULTIVATION OF TALENTS OF VOCATIONAL SOCIAL RECRUITMENT ON THE PSYCHOLOGICAL QUALITY OF COLLEGE STUDENTS

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Background: The expansion of higher vocational enrollment for the public is one of the main trends in higher vocational enrollment this year. Since 2019, many national departments, including the Ministry of education, have successively issued calls and calls for higher vocational college enrollment, and released relevant documents. Premier Li Keqiang once proposed in the government work report that to reform and improve the enrollment of higher vocational colleges, it is necessary to expand the enrollment of one million people on a large scale, and recruit more social people such as migrant workers, laid-off workers and retired soldiers. As people who have entered the society and participated in the work, the psychological quality and mental health of the higher vocational college students may be quite different from those of college students who have never entered the society, which will lead to their attitudes and goals in the face of school learning and that of ordinary college students. Therefore, higher vocational colleges should also take this into account to plan the study and life of expanding students.

For college students, the quality standard of talent training in their schools has a significant impact on