

under educational psychology, analyzes the changes of teachers' psychological anxiety under the influence of the model, and puts forward teachers' anxiety mitigation strategies, so as to improve teachers' teaching level and improve students' English ability. The results show that under the influence of the English teaching ability evaluation model, teachers' anxiety has been significantly alleviated. Therefore, formulating a reasonable and appropriate teaching ability evaluation model in college education will help to improve teachers' comprehensive strength, alleviate teachers' negative emotions, and then improve teaching quality.

Table 1. Changes of anxiety of teachers in three universities

Group	Before teaching	After teaching	<i>t</i>	<i>P</i>
College 1	66.57±2.31	35.45±1.26	9.124	<0.05
College 2	66.39±2.17	36.07±1.29	8.065	<0.05
College 3	68.17±2.06	37.72±1.39	5.221	<0.05

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RESEARCH ON THE CULTIVATION STRATEGY OF STUDENTS' PSYCHOLOGICAL QUALITY IN LANGUAGE COURSE FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: College students are in a special moment of life, facing academic pressure, work pressure and social pressure, so they are very easy to suffer from mental diseases, such as anxiety, depression and so on. Anxiety refers to the tension, anxiety, fear and other negative emotions caused by the threat or imminent threat of an individual to something. Many studies have shown that maintaining moderate anxiety can help students concentrate, so that they can study more attentively and hard, and then improve their academic performance. However, when the degree of anxiety is too high and lasts too long, students' physical and mental health will be damaged, students' interest in learning will decline, and even weariness will appear, which will greatly affect students' normal study and life. At the same time, under the influence of other negative psychological emotions, students will have more serious mental diseases, including cognitive impairment, behavioral disorder and other serious diseases, due to the learning task pressure caused by the difficulty of curriculum teaching. In college teaching, students in language courses are more likely to have different degrees of negative emotions. The reason is that the learning contents contained in language courses are full of abstraction, and the ideas contained in them are also different under the understanding of different students. This difference will have different effects on students' psychological quality, which will eventually lead to a large number of students' various psychological differences. And when students face the impact of different languages and cultures, the turbulence of their thoughts is obvious, and the psychological defense line is also affected. Finally, malignant psychological activities are produced under the pressure of language learning difficulty and learning tasks.

In order to alleviate the psychological and emotional problems of college students, colleges and universities began to apply educational psychology to education and teaching. The main content of educational psychology is to formulate the teaching plan through the psychological feedback of students or teachers, and optimize the teaching plan through the psychological changes of students or teachers in the follow-up teaching process. Educational psychology is one of the main research contents in psychology. Its core idea is to carry out educational reform from the perspective of psychology. Educational reform includes college teaching system, teachers' teaching plan and students' school strategy. Under the category of educational psychology, the purpose is to deeply grasp students' learning psychology by analyzing students' psychological behavior, stimulate students' motivation in the learning process, induce students to actively give full play to their self-study ability in learning, and then improve the learning effect. In addition, educational psychology can also make the teaching plan more scientific by grasping the psychological changes of teachers. For college teachers, according to educational psychology, teachers can be fully encouraged to use innovative teaching methods, exercise students' learning thinking, effectively alleviate students' learning pressure and promote the growth of students' psychological quality. In order to alleviate the negative psychological emotions of language course students and cultivate their psychological quality,

the research puts forward language course teaching strategies based on educational psychology, in order to improve students' psychological tolerance and improve the teaching quality of colleges and universities.

Objective: This paper discusses the significance and value of educational psychology in college education and teaching, analyzes the current situation of students' psychological quality from the perspective of educational psychology, and puts forward the cultivation strategy of students' psychological quality in language courses based on educational psychology.

Subjects and methods: Taking 100 language majors in a school as the research object, the students were randomly divided into research group and control group, with 50 people in each group. Among them, the students in the research group used the training strategy of psychological quality based on educational psychology. The students in the control group used the traditional language course teaching and psychological quality training strategy teaching. The self-rating anxiety and depression scale was used to reflect the students' psychological negative emotions, and the changes of anxiety and depression degree and test scores before and after teaching were compared between the two groups.

Results: After two months of teaching, the SAS and SDS scores of the students in the study group decreased significantly ($P < 0.05$), and were significantly lower than those in the control group ($P < 0.05$). The academic performance of the study group was significantly higher than that of the control group ($P < 0.05$). The changes and differences of anxiety scores between the two groups are shown in Table 1.

Table 1. Changes and differences of anxiety between the two groups of students

Timing	SAS Score		<i>t</i>	<i>P</i>
	Research Group	Control group		
Before teaching	72.3±6.2	73.1±5.8	0.147	0.852
After teaching	48.7±6.4	62.7±4.9	7.051	0.009
<i>t</i>	9.475	4.352	-	-
<i>P</i>	0.000	0.033	-	-

Conclusions: The cultivation of college students' psychological quality has always been the focus of colleges and universities. How to use educational psychology to formulate reasonable and appropriate psychological quality cultivation strategies is an important direction for the development of colleges and universities. Based on educational psychology and taking college language course students as the research object, this paper puts forward the training strategy of language course psychological quality from the perspective of educational psychology, and reflects its effectiveness through teaching practice. The results show that under the psychological quality training teaching under educational psychology, students' anxiety and depression can be significantly alleviated, and students' professional performance can be significantly improved, indicating that educational psychology can affect students' psychological quality in college education. Therefore, in the teaching development of colleges and universities, we need to flexibly apply educational psychology to formulate comprehensive quality training strategies, so as to improve students' professional ability and psychological quality.

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RESEARCH ON THE INFLUENCE OF CONSUMER PSYCHOLOGY ON ECONOMIC MANAGEMENT AND GOVERNANCE IN THE ERA OF DIGITAL ECONOMY

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Background: Economic system is a system that develops and utilizes economic factor resources and creates specific value under specific time and space conditions. As a new economic form, digital economy processes a large amount of data through network technology facilities and smart phones, and uses information technologies such as Internet, cloud computing and Internet to produce, sell, serve, circulate and trade in the way of digital technology. Through the comprehensive and in-depth integration of virtual economy and real economy, reconstruct the industrial ecological value chain. With the development of computer information technology, the digital economy industry has also made great progress. In some areas