

status of all foreign students on Chinese traditional culture, and understands the cross-cultural context bias of all foreign students. Based on the survey results of foreign students, the improvement measures for cognitive bias of foreign students were developed and applied to all foreign students to evaluate the cognitive bias of students before and after the intervention. All data were statistically analyzed by SPSS22.0, and $P < 0.05$ showed that the data difference was statistically significant.

Results: See Table 1 for the improvement of 200 students' cognitive deviation and their acceptance of Chinese traditional culture. 0-5 points are used for the evaluation of cognitive deviation to indicate no serious, and 0-5 points are used for the acceptance degree to indicate full acceptance. Table 1 shows that after the teaching intervention, the students' cognitive bias evaluation has been significantly reduced compared with that before the teaching intervention. At the same time, the acceptance of Chinese traditional culture by foreign students is also increasing.

Table 1. Cognitive biases and cultural acceptance of foreign students

Factor	Cognitive bias	Cultural acceptance
Before teaching	4.12	1.26
After teaching	2.01	3.79
<i>P</i>	<0.05	<0.05

Conclusions: China's traditional culture is an important spiritual material left over from the historical development. How to carry forward and inherit China's traditional culture is an issue that must be paid attention to in the current social development. In order to enhance the international influence of Chinese traditional culture, the research takes foreign students as the research object, analyzes the cognitive dilemma of cross-cultural context of foreign students, so as to reflect the cognitive dilemma of Chinese traditional culture in the international communication, and formulates individual cognitive deviation improvement measures with the help of the survey results. The results show that after the teaching impact of the improvement measures, the cognitive bias of foreign students has been significantly alleviated, and the acceptance of Chinese traditional culture has also been significantly improved. The above results show that in the international communication of Chinese culture, cross-cultural cognitive bias is a risk factor that hinders its communication. Therefore, formulating measures to improve individual cognitive bias can reduce the degree of individual cognitive bias and promote the international communication of Chinese culture.

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ANALYSIS OF DATABASE INFORMATION SYSTEM SECURITY RISK ASSESSMENT TECHNOLOGY IN THE ERA OF BIG DATA UNDER THE BACKGROUND OF COGNITIVE IMPAIRMENT

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Background: With the rapid development of computer technology and Internet technology, human society has gradually entered the era of big data. In the era of big data, massive data not only facilitates people's work and study, but also brings convenience to people's daily life. In the era of big data, the existence of database provides support for big data information processing. As the memory of Internet big data, the security of database is extremely important. On the one hand, the security risk of the database is caused by the malicious intrusion of illegal organizations at home and abroad, on the other hand, it is caused by the increasing storage of data information in the database. In the era of big data, the security risks of database information systems include the diversification of attack forms, the rapid growth of system vulnerabilities, and the intelligence of system security threats. Therefore, in order to effectively avoid the security risks of data information systems, a large number of studies have proposed security risk assessment techniques. In the security risk assessment of database information system, the operator's behavior is the prerequisite for the efficiency of security risk assessment. Only when the operator focuses on the security risk assessment and operates the security risk assessment reasonably and correctly can the long-term security of database information system be ensured. However, with the development of society, the technical level has shown a trend of rapid growth, and more and more system risks under the support of science and technology have led to operators' fear of difficulties gradually, leading to serious mental

disorders. In the work, the cognitive impairment of technicians is one of the main symptoms of mental disorders. Therefore, in order to improve the effect of database information system security risk assessment, it is necessary to take the cognitive impairment of operators as the object and put forward improvement measures.

Cognitive impairment is a kind of cognitive impairment caused by brain defect. Patients with cognitive impairment need to take drugs for a long time in the follow-up treatment. In psychiatry, cognitive disorder is classified as a kind of mental disorder. This kind of mental disorder is that patients have cognitive and understanding obstacles to external things, and also have cognitive and understanding obstacles to their own specific situations. In psychiatry, it is considered that patients with cognitive impairment are mental disorders after being impacted by thoughts or emotions. When patients with cognitive impairment, they will have cognitive ambiguity, cognitive bias and other symptoms. Patients' cognitive fuzziness refers to the occurrence of unrecognizable things in normal cognition, which leads to patients' inability to distinguish the authenticity and safety of things, which also leads to psychological cognitive problems, which will seriously lead to patients' manic phenomenon. Cognitive deviation of patients refers to the deviation of patients' cognition of different things or events from that of ordinary people, that is, cognitive impairment patients' cognition of external things violates common sense. When patients' cognitive deviation is serious, serious mental disorders will occur, and eventually hallucinations and other deterioration phenomena will occur. In the database information system security risk assessment, the cognitive impairment of the operator is the cognitive impairment caused by the professional level and the difficulty in improving the cognitive level. In order to improve the security risk assessment technology of the database information system, based on the operator's cognitive impairment, the research puts forward the measurement of improving the operator's cognitive impairment, and analyzes the change of the operator's cognitive ability under the cognitive impairment improvement measurement and the efficiency of the database information system security assessment.

Objective: Understand the security risks of database information system in the era of big data, evaluate the cognitive ability of operators in the security risk assessment of database information system, and analyze the impact of the improvement of cognitive barriers on the security risk assessment technology of database information system.

Subjects and methods: Select 200 operators in the database information system security risk assessment as the research object, including system management personnel, system maintenance personnel and system operators. According to the existing safety risk types, a questionnaire is prepared to investigate the cognition of the research object to the safety risk. Analyze the correlation between the operator's cognitive level and the database information system security risk assessment, formulate cognitive impairment improvement strategies to affect the cognitive ability of relevant personnel, and evaluate the changes of personnel's cognitive ability at different time points in the intervention.

Results: See Table 1 for the change of cognitive impairment of system management personnel, system maintenance personnel and system operators. The degree of cognitive impairment was evaluated by 0-80 points. 0-10 points indicated no cognitive impairment, 10-30 points indicated mild cognitive impairment, 30-50 points indicated moderate cognitive impairment, 50-70 points indicated severe cognitive impairment, and 70-80 points indicated extremely severe cognitive impairment.

Table 1. Changes in operator cognitive impairment

Project	0 month	4 months	8 months	P
System management personnel	65.33±2.31	59.11±2.28	44.36±1.87	<0.05
System maintenance personnel	67.39±2.17	57.34±2.21	44.82±1.83	<0.05
System operator	64.82±2.39	58.10±2.44	42.32±1.77	<0.05

Conclusions: In the era of big data, information security is the guarantee to ensure people's network life. Therefore, it is of great value to improve the security risk assessment technology of database information system. This paper studies and analyzes the degree of operator cognitive impairment in database information system security assessment, and puts forward improvement strategies to alleviate operator cognitive impairment. The practical application shows that under the improvement strategy, the degree of cognitive impairment of operators is significantly reduced, and then the efficiency of database information system security assessment is improved. Therefore, in order to improve information security, it is necessary to alleviate the mental disorders of relevant personnel in information security assessment, so as to improve work efficiency.

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DIMENSIONAL ANALYSIS OF THE INFLUENCE OF DRESS CHARACTERISTICS ON TOURISTS' CONSUMPTION PSYCHOLOGY IN TOURIST DESTINATIONS WITH ETHNIC CHARACTERISTICS

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Background: Tourism is a preference for people to pursue high-quality conditions in modern life, and has gradually developed into an indispensable part of life driven by economic growth. And from the development trend of tourism in recent years, it gradually presents a diversified pattern. More and more people take tourism as a way of entertainment in life. In order to attract more tourists and maintain the balance between tourism development and heritage protection, tourist attractions began to carry out tourism planning and tourism development under the concept of tourism economy, committed to improving the sense of experience brought by tourism products and maintaining the connotation of non heritage, so as to improve the tourism experience of tourists. In order to meet the tourism needs of consumers, a large number of tourist attractions have designed relevant products for promotion according to local ethnic characteristics. In the tourism with ethnic characteristics, ethnic costumes, as the main medium to reflect local culture, are an important way to enhance the economic income of tourist attractions by inducing the consumption of tourist consumers. Under the influence of consumers' psychology, the characteristics of national costumes are gradually starting to carry out innovative design based on national culture to meet the psychological needs of consumers. However, few studies have specifically analyzed the impact of national costumes on the psychology of tourism consumers.

Tourism consumers are the main driving force in the development of tourism economy. Consumers' consumption behavior can drive regional economic development on the premise of meeting their own material needs. Consumers' consumption behavior is influenced by their consumption psychology, which is not only the demand psychology of consumers in shopping activities, but also the main research object of individual psychology. Consumer psychology is a branch of psychology that mainly studies the consumer behavior and the law of psychological changes in consumer activities, including the process of consumer psychological activities, consumer personality and psychological characteristics. Some studies have put forward that consumer psychology is an important observation index in the development of economic market, and consumer psychological demand is the key influencing factor to promote market production. They also believe that consumer psychology is an important influencing factor in the management of market economy. Therefore, in order to promote the development of tourism economy with national characteristics, this paper studies and analyzes the dimensional relationship between national clothing characteristics and consumer psychology, in order to provide theoretical support for the development of tourism economy.

Objective: To understand the current situation of the development of clothing characteristics in tourist destinations with national characteristics, to understand the changes of consumption psychology in tourism, and to explore the dimensions and relationships between clothing characteristics in tourist destinations with national characteristics and tourists' consumption psychology.

Subjects and methods: Eight tourist destinations with ethnic characteristics were selected for the survey, which lasted from November 2021 to December 2021. In the survey, the consumer psychology questionnaire was used to collect the consumer psychology changes of all consumers, and the interview method was used to understand the views of scenic spot managers, ethnic minority residents and tourism psychology research scholars on "the influence dimension of dress characteristics of tourist destinations with ethnic characteristics on tourists' consumption psychology". The obtained sample data are divided into two groups. The first group of samples is used to explore the psychological containment of tourists' consumption, and the second group of samples is used to test the impact dimension. Using SPSS22.0, this paper makes an exploratory factor analysis on the dimension between the dress characteristics of ethnic tourism destination and the tourists' consumption psychology.

Results: See Table 1 for the regression analysis results between the clothing characteristics of the tourist destination with ethnic characteristics and the tourists' consumption psychology. Table 1 shows that the cultural thoughts and values in national characteristics clothing have a significant impact on consumers' consumer responsibility psychology, and also have a significant impact on consumers' consumer cognitive psychology. The above results show that the characteristics of national costumes have a significant impact