

After a city's culture is defined as a certain image, the self-media will repeatedly recommend similar videos, which will cause certain visual fatigue to the audience and hinder the spread of the city's culture. The failure to grasp the hot spots and the low sense of existence of the official media have also greatly affected the spread of urban culture. Through the production of high-quality videos and following the hot spots of public opinion, the urban culture communication videos have attracted more and more attention from the audience. After meeting the audience's psychology of novelty seeking and proximity seeking, more and more viewers choose to have a close understanding of the cities in the videos through tourism, which has promoted the development of urban tourism.

Table 1. The influence of different urban cultural communication strategies on the psychology of different age groups

Age group	Content creation follows the hot spots of public opinion	High quality short video	Omnidirectional propagation matrix
Youth	4.84	4.39	4.68
Young and middle-aged	4.65	4.76	4.45
Middle age	4.71	4.62	4.79

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RESEARCH ON THE CONTENT DEFINITION, MEASUREMENT METHOD AND CURRENT SITUATION OF CORPORATE SOCIAL RESPONSIBILITY INFORMATION DISCLOSURE UNDER THE BACKGROUND OF COGNITIVE PSYCHOLOGY

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Background: Cognitive psychology is an important branch of psychological research, which mainly studies human advanced psychological processes. There are many fields of cognitive psychology research, which is the study of complex psychological processes such as attention, language ability, memory function, perception, decision-making ability, thinking and creativity. The proposal of cognitive psychology is an important breakthrough in the field of psychological research. Cognitive psychology will more comprehensively study human complex emotions and thoughts, and combine social, cultural, environmental, economic and other elements to further explore the relationship between human and social development, and solve the problems of human development. Since the beginning of the 21st century, the domestic economy has entered a golden decade of rapid development. Enterprises play an important role in domestic social development. Corporate social responsibility information disclosure mainly refers to the process that an enterprise needs to perform its social responsibility in accordance with the relevant national laws and regulations, and use unique technologies or methods to disclose the status quo of the social responsibility undertaken by the enterprise, the financial status quo of the enterprise due to the social responsibility, and the business results that affect the status quo. The disclosure of corporate social responsibility information will play an important role in the benign development of society. Analyzing the development status of enterprises in combination with cognitive psychology will be more conducive to promoting the healthy development of domestic economy.

The proposal of cognitive psychology provides a new direction for the harmonious development of human and society. Social psychology emphasizes the harmonious and healthy development of society and people through the study of social environmental factors and the adoption of necessary intervention mechanisms. Therefore, based on cognitive psychology, this paper studies the content of corporate social responsibility information disclosure. In the process of development, enterprises need to fulfill their social responsibility obligations, timely provide stakeholders with the performance of corporate social responsibility in accordance with national laws and regulations, and better facilitate information users and social institutions to effectively supervise and evaluate enterprises, which will be more conducive to enterprises to carry out social and economic activities and maximize social and economic benefits. In the research of cognitive psychology, through the research and development of the cognitive psychological activities of enterprise executives, enterprises take the ways of hiding, covering up, evading or deliberately falsifying the corporate social responsibility information, which will lead to the economic risk of enterprise economic development. At the same time, managers' cognitive psychological state will also be affected, which will

have an adverse impact on enterprise decision-making, enterprise management, enterprise operation and social development. Therefore, this paper analyzes the research content of social psychology and the content and role of corporate social responsibility information disclosure, aiming to better help enterprises fulfill their social responsibility obligations and promote the healthy and scientific development of society through the research on the cognitive psychology of enterprise managers.

Objective: To explore the research content and role of cognitive psychology, and analyze the impact of corporate social responsibility information disclosure on social development. And then through the research of cognitive psychology to promote the better implementation of corporate social responsibility information disclosure, and provide theoretical data support for the scientific development of China's economy.

Subjects and methods: The study takes 80 senior executives of domestic listed enterprises as the research object. In order to further discuss the role of corporate social responsibility information disclosure on senior executives' cognitive psychology, necessary measures will be taken to improve the work, including building an effective corporate social responsibility information disclosure system, improving corporate financial accounting, strengthening the supervision of corporate social responsibility deepen mutual trust and cooperation among stakeholders. The measure lasted for 4 months, and all data were processed using PASW18.0 software package and Excel 2007. And through the cognitive psychology evaluation scale to evaluate the psychological indicators of executives and the development of enterprises.

Results: As shown in Table 1, it shows the changes of cognitive psychological indicators of senior executives before and after the implementation of the measures. It can be seen that the measures taken can significantly improve the cognitive psychological indicators of senior executives and have a positive impact on the development of the enterprise. The evaluation score is 1-5. The higher the score, the better the indicators.

Table 1. Shows the psychological changes of middle school students and the changes of students' professional scores during the teaching process

Psychological index items	1 month	2 months	3 months	4 months
Reaction time	2	2	3	4
Sensory function	1	2	2	3
Perceptual function	2	2	3	4
Cognitive function	2	2	3	4

Conclusions: With the rapid development of society, as an important member of social development, enterprises need to fulfill social responsibilities and obligations. It is necessary to disclose corporate social responsibility information in a timely manner to help stakeholders understand the current situation of enterprise development and financial management, and ensure the sound development of the enterprise to avoid risks. Under the research of cognitive psychology, corporate social responsibility disclosure has an impact on the development of enterprises, the development of society and the mental health of corporate executives. The experimental results show that taking necessary corporate social responsibility disclosure measures can improve the development status of enterprises, have a positive impact on the psychological indicators of managers, and play a positive role in promoting the healthy and scientific development of society.

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ANALYSIS OF THE IMPACT OF COLLEGE PHYSICAL EDUCATION REFORM ON THE CULTIVATION OF COLLEGE STUDENTS' PERSONALITY PSYCHOLOGY

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Background: The research field of psychology is very wide. The research on human psychological activities, behaviors, thoughts, emotions and other factors will make it easier to excavate the laws of human development and have a positive impact on human development. Personality psychology is an important branch of psychology. Personality is not only an important attribute of human development in