Results: After completing the semi-structured interview, use python programming software to record and count the interview data, and get Table 1.

Table 1. Statistics of semi-structured interview results

Reason	Average impact score	Scoring standard deviation	Number of people involved
Game distraction	3.13	0.16	86
Games reduce the attractiveness of learning content	4.68	0.25	149
Games reduce learning energy and willingness	3.88	0.29	120

Note that the "reason" in Table 1 represents the reason why students think virtual reality games affect learning tasks, and the "number of people involved" represents the number of interviewees who recognize this reason. It can be seen from Table 1 that the research object group believes that "games distract attention", "games reduce the attractiveness of learning content" and "games reduce learning energy and willingness" are the main cognitive psychological reasons that affect their learning of the content of the virtual ideological and political teaching resource library, and the average scores of the three reasons are 3.13, 4.68 and 3.88 respectively.

Conclusions: Because virtual reality technology can give users a sense of experience close to real life, it is increasingly applied to the field of education, especially in the field of ideological and political education in China. However, virtual reality devices can be used not only for learning, but also for playing corresponding types of games, which will have a negative impact on learning tasks. This research carried out a study experiment on students' ideological and political virtual resources, and used cognitive psychology to analyze the main psychological reasons why students are affected by virtual reality games. The analysis results show that the research object group believes that "games distract attention", "games reduce the attractiveness of learning content" and "games reduce learning energy and Willingness" are the main cognitive psychological reasons that affect their learning of the content of the virtual ideological and political teaching resource library, and the average scores of the three reasons are 3.13, 4.68 and 3.88 respectively The experimental results show that in order to improve the application value of virtual reality technology in the construction of ideological and political virtual resource database and teaching, teachers and school management should pay attention to the impact of virtual reality technology games on students, and take measures such as restricting device downloading games to curb the negative impact of virtual reality games on students' learning.

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RESEARCH ON THE EARLY WARNING DECISION MODEL OF NETWORK RISK EVENTS IN COLLEGES AND UNIVERSITIES BASED ON SOCIAL PSYCHOLOGY

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Background: Social psychology is a discipline that studies the psychological and behavioral conditions of individuals and organizations in the social environment, and summarizes the laws used to solve corresponding social problems. Social psychology is an interdisciplinary discipline of sociology and psychology. Compared with traditional psychology, it pays attention to the impact of language, friends, family, living environment and learning environment on itself in the process of individual socialization, it also pays attention to the communication mode, group behavior norms, group thinking and habits of group organizations at the social level. As the research object of social psychology involves human organizations, it is necessary to strictly abide by the principles of value neutrality, systematization and ethics in the process of case study to prevent the introduction of irrelevant variables that affect the results in case study. With the more and more extensive application of social networks, more and more colleges and universities have established inter campus and inter campus Networks, but the network security construction supporting the network construction has not been carried out well. The psychology of college students is not mature enough. In this network environment, it is easy to disclose sensitive information of individuals or schools. If

this information is obtained by people with certain technical ability and malice, it will bring financial and reputation losses to individuals and schools. Therefore, it is necessary to use social psychology theory to explore the countermeasures to reduce the network risk of colleges and universities.

Subjects and methods: In order to reduce the probability of network risk events in colleges and universities and protect the safety of key information of students and schools, this study uses social psychology as the theoretical analysis basis and combines the logistic regression algorithm to build an early warning decision model for network risk events in colleges and universities. The design process of the model is described below. Firstly, the information of university users' network use is obtained from the public databases and third-party commercial databases of many domestic universities by means of crawler and data transaction, the data is downloaded to the local, the samples containing missing values are cleaned and removed, and the characteristic format and characteristic values of multi-source samples are unified, and then the repeated features in the data set are filtered and removed by using the theory of social psychology. Then input the processed data set into the logistic regression algorithm, adjust the model parameters, and get the input characteristic importance parameters of the model with the best performance in the limited tuning times. Finally, we use social psychology to analyze the output characteristic importance parameters, and put forward some countermeasures to improve the network security level of colleges and universities. For the data to be counted, the measurement type data is displayed in the form of a combination of mean value and standard deviation for t-difference significance test, and the count type data is displayed in the form of number or proportion of number for Chi square difference test, and the significance level of difference is fixed at 0.05.

Results: The input characteristic importance parameters of the university network risk prediction model with the best performance among the limited optimization times are output. See Table 1 for the statistical results.

According to Table 1, in the optimal logistic regression model, "open your heart to strangers", "make negative comments on specific social groups" and "over expose personal private information" are the psychological characteristics of students related to network security risk events in colleges and universities, and the regression coefficients of "yes" for these three characteristics are 0.461, 1.592 and 1.264, which are greater than 0, indicating that the three are risk factors.

Table 1. Statistical table of input characteristic importance parameters of optimal logistic regression model

Number	Features	Characteristic value	Regression coefficient	P	OR (Odds ratio)
1	Open up to strangers	Yes	0.461	0.007	1.058
2	Make negative comments on specific social groups	Yes	1.592	0.005	1.945
3	Overexposure of personal confidential information	Yes	1.264	0.003	1.613

Conclusions: With the rapid development of Internet technology, colleges and universities are increasingly building their own internal and external networks. However, due to the lack of management or ability, some colleges and universities lack the degree of campus network security protection, and even produce some vicious campus network attacks. Therefore, this study chooses social psychology as the theoretical basis, collects relevant data, and uses logistic regression model to build an early warning decision-making model of network risk events in colleges and universities. By analyzing the optimal model, it is found that "opening up to strangers", "making negative comments on specific social groups" and "over exposing personal private information" are the psychological characteristics of students related to university network security risk events, and the regression coefficients of the three characteristics with "yes" are 0.461, 1.592 and 1.264 respectively, indicating that the three are risk factors. Therefore, from the perspective of social psychology, college students should try their best to avoid publishing sensitive editorials in the college network, avoid talking with strangers about too many in-depth topics, and do not expose personal private information on the network. Because these behaviors will lead to the anger of some individuals in the evaluated group, thus attacking the network information of schools and individuals, and may encounter individuals with bad intentions or be illegally used by commercial institutions.

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THE INTERVENTION EFFECT OF CULTURAL AND CREATIVE PRODUCTS OF ART MUSEUM ON AUDIENCE'S EMOTIONAL COGNITION FROM THE PERSPECTIVE OF CONSUMER PSYCHOLOGY

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Background: Consumer psychology is an interdisciplinary subject composed of consumer economics and psychology. Consumer psychology is mainly used to study various psychological changes and psychological laws of consumers in consumption activities. From the perspective of research objects, the core research objects of consumer psychology are the psychology of product providers in the consumption process, the psychological activity process of consumers, the psychological factors affecting consumer behavior, the impact of social environment on consumer psychology, the consumption psychology and consumption habits of consumer groups, marketing methods and consumption psychology, etc. From the point of view of significance and purpose, the use of consumer psychology to study specific consumption problems will help to improve product sales revenue and expand product popularity. As consumers' purchase motivation is affected by various types of factors such as environment and psychology, it is necessary to use the method of consumer psychology to analyze consumers' consumption psychology under the specified consumption conditions. The cultural and creative products of the art museum have beautiful appearance, pleasing color matching and rich cultural connotation, which can make the viewers have beautiful feelings. This study attempts to analyze the impact of cultural and creative products of art museums on the emotional cognition of appreciating audiences from the perspective of consumer psychology.

Subjects and methods: The research team collected literatures and books in the fields of consumer psychology, appreciation of cultural and creative works of art, and emotional cognition published at home and abroad in the past 10 years, and selected the top 20% with high reference value for study. Based on the analysis of the collected data, the research team proposed the psychological elements that affect the emotional cognition of the art museum's cultural and creative works connoisseurs from the perspective of consumer psychology. Then a group social experiment was designed and carried out to verify whether the proposed elements were complete and accurate. The subjects of the study are 120 adults who like to visit cultural and creative products of art museums collected in China. They are divided into intervention group and control group on average. Before the experiment, the basic information of the two groups needs to be statistically tested. If the test results show that there are any significant differences between the basic information of the subjects, the members of each group need to be adjusted. If the members of the adjustment groups cannot meet the requirements, they need to be regrouped, until there is no significant difference in basic information between the two groups. A comparative experiment was conducted between the two groups. The intervention group was required to appreciate the cultural and creative products of the art museum provided by the research team every other day during the experiment. Each appreciation time should not be less than 10 minutes, while the control group was not allowed to appreciate any cultural and creative products and products. The experiment lasted for 3 weeks, and a questionnaire survey was conducted on the two groups before and after the experiment. The purpose of the survey is to understand the emotional cognitive ability of the personnel. The questionnaire is designed by the researchers according to the research object and research purpose. It is a 10-point system. The higher the score, the higher the emotional cognitive ability of the subjects. In addition, the measurement type data in the experiment are evaluated and described by means of mean and standard deviation indicators, and need to accept the t-difference significance test. The significance level is set to 0.05

Results: After the survey, collect the questionnaires filled in with information, take out the invalid questionnaires due to incomplete information, nonstandard filling and other reasons, enter the valid questionnaires into the computer, use AMOS22.0 software and Excel to make data statistics, and get Table 1.

Table 1. Statistical results of the questionnaire survey of the cultural and creative product connoisseurs of the art museum

Survey time	Intervention group	Control group	*t*	*P*
Before the intervention experiment	5.23±0.21	5.26±0.27	1.468	2.339
After the intervention experiment	7.88±0.15	5.29±0.31	0.173	0.025
t	0.410	1.583	-	-
P	0.019	2.269	-	-

It can be seen from Table 1 that before the experiment, there was no statistically significant difference