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Conclusions: This study focuses on exploring the impact of cultural and creative products of art museums on the emotional cognition of the audience, for which a social experiment was designed and carried out. The experimental results show that before the experiment, there is no statistically significant difference in the emotional cognitive scores between the two groups, and the overall scores of both groups are low. However, after the experiment is completed, the average emotional cognitive scores of the intervention group and the control group are 7.88 and 5.29 respectively. The data difference between the two groups is statistically significant, and the former is 2.59 higher than the latter. Using the knowledge analysis of consumer psychology, it was found that the reason why the intervention group improved their emotional cognitive ability by appreciating the cultural and creative products of the art museum was that the market value of the cultural and creative products of the art museum differed greatly, and the layman and those who did not understand deeply were very easy to be cheated and guided by experts and veterans. Therefore, the connoisseurs who had more contact with this product had less emotion caused by the appearance and price of the cultural and creative products of the art museum, and had a more accurate understanding of this kind of products.

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RESEARCH ON DRIVER FATIGUE IN AUTOMOBILE TRANSPORTATION BASED ON PSYCHOLOGY

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Background: Cognitive psychology mainly focuses on the processing of information collected by human senses in the brain and the formation of subsequent thinking. Specifically, the research object of cognitive psychology is people's high-level thinking process, and different from traditional psychology theory, the research scope of cognitive psychology also includes processes that cannot be observed directly, such as reasoning logic based on observed information, storage and extraction of information, etc. Cognitive psychology pays more attention to the basic psychological causes of human behavior, but the process from psychological state to behavior cannot be directly observed. Therefore, psychologists can only speculate and verify this process through the information received by the observed object and the generated behavior. Therefore, the research process in this field often needs to add various social experiments to provide data support for speculation. The commonly used experimental methods of cognitive psychology include telephone interview, semi-structured interview, questionnaire survey, expert consultation and so on. China's developed commodity logistics system is based on efficient and flexible road transportation. However, in recent years, due to the sharp increase in competitive pressure in the transportation industry, the contraction of foreign trade, COVID-19 and other factors, the operating profit space of the domestic automobile industry has been significantly reduced, resulting in most drivers who want to stay in the road transportation industry having to accept the work requirements for a longer time, combined with other environmental factors, a considerable number of automobile drivers are in a negative psychological state at work, which leads to physiological fatigue. Therefore, this study uses cognitive psychology to explore the causes of driver fatigue in the automobile transportation industry, and puts forward some operable improvement measures.

Subjects and methods: Firstly, the psychological causes of driving fatigue of automobile drivers are analyzed theoretically. The analysis method is to study the literature related to cognitive psychology and the literature related to the workflow of automobile drivers. Then, on the basis of theoretical analysis, a social experiment based on semi-structured interviews was designed, and 166 drivers from 2486 in-service automobile transportation companies willing to participate in the study were randomly selected as the research objects. Investigate the basic information of the research object to ensure that the basic information of the selected group is sufficiently representative in the group. If the statistical results show that the selected group is not sufficiently representative, it is necessary to challenge the research object group or even re select the research object group. Then the interview experiment was carried out, and each selected car driver was consulted with the same semi-structured interview questions to understand the various reasons for their fatigue during driving, including psychological reasons and environmental reasons.

Then, according to the interview results, the research team thinks that the effect of various factors on driver fatigue is judged. The effect is divided into five categories: obvious negative effect, negative effect, neutral effect, positive effect and obvious positive effect, and is given five integers of -2, -1, 0, 1 and 2 respectively, so as to realize the digital processing of the evaluation grade, so as to improve the accuracy of the statistical results.

Results: After the completion of structured interviews with all research subjects, the data were sorted and entered into the personal computer, and the statistical analysis data were obtained in Table 1.

Table 1. Statistical results of semi-structured interview data

Factor	Average effect score	Scoring standard deviation	Explain
Keep up one's spirits	1.42	0.09	I hope I can finish a phased journey without rest
Fluke mentality	1.56	0.11	I don't think I will have any problems with my energy and body
Egotism	1.47	0.09	Overestimate one's own psychological and mental state

It can be seen from Table 1 that the research objects believe that the main psychological factors leading to driving fatigue of automobile drivers are morale, luck and conceit, and the average effect scores of the three factors are 1.42, 1.56 and 1.47 respectively. The effect grades of the three factors are between positive and obvious positive effects.

Conclusions: In order to alleviate the problem of driving fatigue of automobile drivers in China and reduce traffic accidents caused by fatigue driving, 166 selected automobile drivers were interviewed by semi-structured interview in this study. The interview results show that from the perspective of cognitive psychology, the main psychological factors leading to driving fatigue of automobile drivers are morale, luck and conceit, and the average scores of the three factors are 1.42, 1.56 and 1.47 respectively. The effects of the three factors are between positive and obvious positive. Therefore, it is recommended to set up more targeted fatigue driving warning signs on highway traffic arteries and set up fixed-point traffic police inspection offices to reduce fatigue driving caused by adverse psychological factors.

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RESEARCH ON THE IMPACT OF TRANSPORTATION ECONOMIC DEVELOPMENT ON AUDIENCE PSYCHOLOGY UNDER THE CONDITION OF MARKET ECONOMY

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Background: Economic psychology is a science that studies human psychological phenomena and psychological laws in the field of economic activities. It is a marginal discipline between economics and psychology. Economic psychology mainly studies the position of different people's personality in the labor structure. Study the psychological process of people participating in various economic activities. To study people's psychological problems in the process of distribution and consumption. Study the laws of production, development, meeting production and reproduction of human needs. Study the problem between quantitative and qualitative needs of people. Study the relationship between people and various forms of ownership. Study the effectiveness of the economic system and the psychological conditions for the formulation and implementation of economic policies. Economic psychology analyzes the psychological factors of the economic process from the psychological point of view, explores the performance or decisions made by different characters of consumer entrepreneurs under different conditions, so as to understand and predict the economic process under specific circumstances, and help people analyze the psychological factors in economic behavior, such as psychological needs, motivation, attitude, 100 million yuan, expectations and other psychological conditions.

China's transportation industry has developed rapidly and occupies an important position in the national economic development. With the vigorous development of domestic transportation industry and the rapid growth of local economy, higher requirements are put forward for urban transportation conditions. Transportation can connect all aspects of society and build a sound and complete economy to ensure the