

affect children's healthy and happy growth. The research uses cognitive psychology to analyze the cognitive characteristics of children in Chinese classroom teaching, to achieve the improvement of children's Chinese classroom teaching, and carries out experiments to verify the improvement effect. The results showed that the children in class a had less distractions and the children in class B had more distractions during the experiment. The above results show that the Chinese classroom teaching model based on cognitive psychology can effectively improve children's learning habits.

Table 1. Average children's distraction in each class of the two classes

Child performance	Average times		P
	Class A	Class B	
Make small moves	3.5	10.2	0.003
Speak	2.4	9.3	
Distraction	2.3	4.8	
Do not follow the teacher's instructions	1.4	4.6	
Fatigue sleepiness	1.3	4.7	
Be on tenterhooks	1.6	3.8	
A look of indifference	1.9	9.4	

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RESEARCH ON LIBRARY MARKETING MANAGEMENT MODE BASED ON CONSUMER PSYCHOLOGY

Xinlin Jia & Wenting Li*

Tianfu College of SWUFE, Chengdu 610000, China

Background: With the rapid development of China's economy, people's disposable income is rising year by year, and the consumption level is also rising. The marketing management of the library is directly related to the marketing quota of the library. In the marketing management of the library, because the marketing is not in place, the sales volume of the library is low, which leads to the anxiety of the staff. According to the patient's performance, it can be divided into mental anxiety, somatic anxiety and nervous, muscular and motor anxiety symptoms. Mental anxiety refers to patients' excessive and persistent anxiety and worry about daily chores. Mental anxiety can lead to insomnia, dreaminess, irritability and unexplained restlessness. The main clinical manifestation of somatic anxiety is the dysfunction of autonomic nervous system. Abnormal autonomic nervous function will lead to patients often accompanied by sleep disorders. After going to bed, they worry and toss and turn, unable to sleep, and may have nightmares, sweating, fear, etc. Anxiety has greatly reduced the quality of life and work efficiency of staff.

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. In the theory of consumer psychology, it is believed that consumers have a series of complex psychology in the process of making purchase decisions, such as seeking truth, beauty, convenience, comparison, preference, conformity, pride, possession, value preservation, nostalgia, love to take advantage, fear of regret and so on. Consumer psychology divides the basic psychological structure of consumers into psychological process, personality psychology and psychological state. Based on consumer psychology, this paper analyzes and discusses the consumer behavior, and constructs a new library marketing management strategy, including: integrity marketing to win the trust of consumers, price marketing, fight a price war to attract consumers to consume. The last is experience marketing to improve consumers' consumption experience. The library marketing management strategy based on consumer psychology can significantly improve the marketing effect, improve the sales volume of the library, and then alleviate the anxiety of the staff.

Objective: In the marketing management of the library, because the marketing is not in place, the sales volume of the library is low, which leads to the anxiety of the staff. Based on consumer psychology, this paper analyzes and discusses consumer behavior, and constructs new library marketing management strategies, including integrity marketing, price marketing and experience marketing. The library marketing management strategy based on consumer psychology can significantly improve the marketing effect, improve the sales volume of the library, and then alleviate the anxiety of the staff.

Subjects and methods: Two libraries were selected for the experiment. Record the two libraries as library A and library B respectively. Library A adopts the marketing strategy based on consumer psychology for marketing management, while library B adopts the traditional marketing strategy for marketing management. Before and after the experiment, the scale was used to investigate the anxiety of the staff.

Results: In the course of the experiment, the Self rating Anxiety Scale was used to record the anxiety level of the staff of the two libraries. The recorded results show that in the experiment, the anxiety of the staff of library a show a downward trend, and the anxiety of the staff of library B changes very little. The change of anxiety of the staff in the experiment is shown in Figure 1.

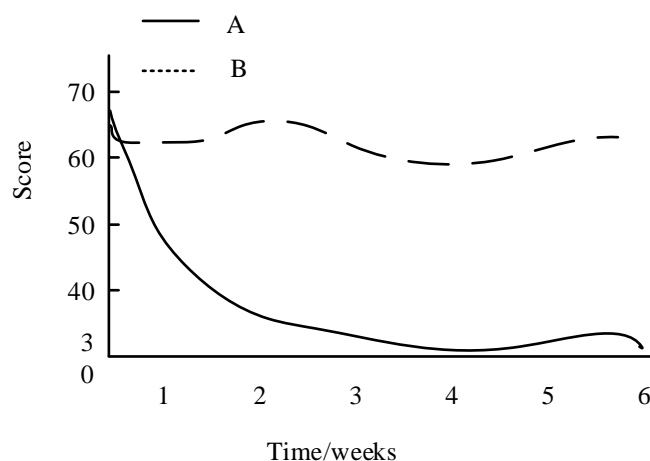


Figure 1. Changes of anxiety of the staff in the experiment

Conclusions: The marketing management of the library is directly related to the marketing quota of the library. In the marketing management of the library, because the marketing is not in place, the sales volume of the library is low, which leads to the anxiety of the staff. Anxiety has greatly reduced the quality of life and work efficiency of staff. Based on consumer psychology, this paper analyzes and discusses consumer behavior, and constructs new library marketing management strategies, including integrity marketing, price marketing and experience marketing. The results showed that the Self-rating Anxiety Scale was used to record the anxiety level of the staff of the two libraries. The recorded results show that in the experiment, the anxiety of the staff of library A show a downward trend, and the anxiety of the staff of library B changes very little. The above results show that the library marketing management strategy based on consumer psychology can significantly improve the marketing effect, improve the sales volume of the library, and then alleviate the anxiety of the staff.

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AN ANALYSIS OF THE MEDIATING EFFECT OF JOB BURNOUT ON COLLEGE TEACHERS' JOB PERFORMANCE

Lan Jiang & Zhenchun Liu

Hainan Technology and Business College, Haikou 570203, China

Background: In the research of modern psychology, employees' burnout psychology has a direct impact on employees' salary performance. Considering that burnout is a negative psychological state, it will have a negative impact on personal physical and mental development and work. Burnout literally means fatigue and slackness. In modern society, people will suffer from mental weakness, inattention, physical and mental fatigue and other symptoms due to the influence of various factors, which is the main factor to form burnout. The burnout psychology mainly refers to a kind of exhausting psychological reaction caused by long-term sleepiness and inattention, which belongs to the category of negative psychology. People with burnout tend to be depressed and depressed. At the same time, their sense of achievement and professional identity will decline significantly, which will have a great impact on their personal life and work. With the rapid development of economy and society, more and more people are suffering from burnout due to the maladjustment of working environment, learning environment and living environment. People who have been in a state of burnout for a long time will be physically and mentally exhausted, their work ability will