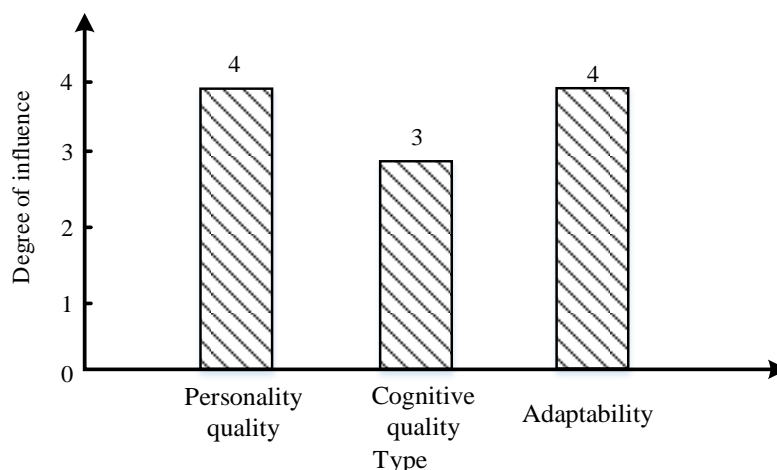


experiment.

**Results:** The impact of higher vocational education reform on students' different personality psychological dimensions is shown in Figure 1.

From Figure 1, it can be concluded that the influence level of higher vocational college education reform on the two dimensions of personality quality and adaptability of students' personality psychology is level 4, which indicates that the education reform has had a significant impact on the two dimensions; It can also be found that the impact of higher vocational education reform on the cognitive quality dimension of students' personality psychology is level 3, and the impact level is level 3, indicating that education reform has had a significant impact on cognitive quality. From the above results, it can be concluded that the educational reform of higher vocational colleges can indeed have a positive impact on the cultivation of higher vocational students' personality psychology, mainly from the perspective of personality quality and adaptability.



**Figure 1.** Dimension analysis of psychological quality

**Conclusions:** Students in higher vocational colleges are the key period of shaping psychological personality. This period is very important for the correct shaping and training of students' psychological personality, but the traditional higher vocational education does not pay attention to it. Therefore, the research starts from the reform of higher vocational education, focuses on the all-round development of higher vocational students, pays more attention to the problems of students' mental health, and helps higher vocational students correctly shape their own personality psychology through the reformed education. The results show that the educational mode after the reform of higher vocational colleges has a very positive effect on the overall shaping of students' psychological personality, especially on the two dimensions of personality straightness and adaptability. The results show that the education mode after the reform of higher vocational education can have a positive impact on the personality psychology of higher vocational students, help them shape the correct personality psychology, improve the overall mental health level of higher vocational students, and promote the all-round physical and mental development of higher vocational students.

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## RESEARCH ON THE INFLUENCE OF DIGITAL TECHNOLOGY CREATIVE PRODUCT DESIGN ON AUDIENCE'S AESTHETIC PSYCHOLOGY

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**Background:** Aesthetic psychology refers to the free mood in which people perceive objects with aesthetic attitude in the face of aesthetic objects in aesthetic practice, so as to obtain emotional pleasure and spiritual pleasure in aesthetic experience. Aesthetic psychology includes human aesthetic perception,

emotion and understanding. Aesthetic concept plays a guiding role in aesthetic psychology. Human aesthetic psychology comes from human social life practice and production activities, and is gradually improved and enriched with the historical development. Aesthetic psychology is manifested in aesthetic experience, psychological distance, aesthetic works, imitation and so on, of which the more important is aesthetic experience. Aesthetic experience refers to the image of the aesthetic object in the mind of the aesthetic subject. The image is not only the real shape and phenomenon of the aesthetic object, but also changes under the influence of the personality and interest of the aesthetic subject. Aesthetic psychological activity is the main content of aesthetic psychology. It is the knowledge, emotion and intention activity in aesthetic creation, including aesthetic feeling, attention, memory, judgment, emotion, inspiration and other psychological forms. It experiences three stages: cognitive activity, emotional activity and will activity. With the development of society, aesthetic psychological activities tend to be rich, systematic, and more exploratory, dynamic and creative. As for cultural and creative products in the society, the aesthetic psychology of the audience of cultural and creative products is far higher than that of the actual cultural and creative products. It is difficult to find the products they like in the cultural and creative products on the market. Therefore, it is necessary to innovate on the existing cultural and creative products to make them conform to the aesthetics of the audience. In order to achieve this goal, we should study the innovation of cultural and creative products under digital technology, create different forms of cultural and creative products, and study whether cultural and creative products under digital technology innovation have a positive impact on the aesthetic psychology of their audience, so as to find a practical and effective way to improve the aesthetic quality of cultural and creative products.

**Subjects and methods:** To explore the impact of digital technology creative product design on the aesthetic psychology of its audience. After searching the literature in the fields of digital technology, cultural and creative products and aesthetic psychology, the research team designed a scale for the audience of cultural and creative products to rate cultural and creative products. In the scale, the aesthetic psychology of the audience is divided into three types: positive aesthetic psychology, general aesthetic psychology and negative aesthetic psychology. The scoring range of each aesthetic psychology is 0-100 points, and an impact grade interval is set every 20 points, corresponding to no impact, light impact, general impact, obvious impact and great impact respectively. The subjects were randomly selected from 100 audiences of cultural and creative products. Before the experiment, the subjects were tested with a scale and the results were recorded. After the experiment, the cultural and creative products that the research objects like were optimized and designed on the basis of digital technology. One month later, the scale test was conducted on the research objects and the results were recorded. The statistical data were analyzed through Excel.

**Results:** The valid results of the two aesthetic psychological rating scale tests are shown in Table 1.

**Table 1.** Statistics of aesthetic psychological scores of subjects in two tests

Test time	Positive aesthetic psychology	General aesthetic psychology	Negative aesthetic psychology
Pre innovation testing	52.8±2.5	62.3±3.8	72.3±3.7
Post innovation testing	81.2±3.8	65.5±3.3	58.7±2.6

According to Table 1, when the scale was tested before the innovation of cultural and creative products, the positive aesthetic psychology score of the research object was lower than 60 points, while after the innovation of cultural and creative products through digital technology, the positive aesthetic psychology score of the research object was 81.2 ± 3.8 points, much higher than the previous score. It shows that the innovation of cultural and creative products by digital technology has a positive impact on the object's positive aesthetic psychology. The innovation is opposite to the positive aesthetic psychology for the research object, which shows that it also has a positive impact on improving the overall psychological level of the aesthetic audience in the dimension of the negative aesthetic psychology. In the dimension of general aesthetic psychology, the results of the two scales have little difference. The general aesthetic psychology score of the test scale after innovation is slightly higher than that before innovation, indicating that the innovation also has a positive impact on the general aesthetic psychology, but the impact is small. To sum up, cultural and creative products under digital technology innovation have indeed had a great positive impact on the aesthetic psychology of their audiences.

**Conclusions:** In order to explore the impact of innovative cultural and creative products under digital technology on the aesthetic psychology of their audiences, 100 cultural and creative product audiences were randomly selected to carry out experiments on cultural and creative products integrated with digital technology innovation. The results show that in the dimensions of positive and negative aesthetic

psychology, cultural and creative products under the digital technology innovation have a great positive impact on the aesthetic psychology of their audience, and in the dimension of general aesthetic psychology, the innovation has a limited positive impact. The results show that digital innovation in cultural and creative products can indeed have a positive guidance on the aesthetic psychology of the audience, and can help cultural and creative products to be more creative in this way to meet the increasingly rich aesthetic psychology of the audience of cultural and creative products.

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## THE TREND OF COMPARATIVE LITERATURE IN THE CROSS CULTURE CONTEXT

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**Background:** With the acceleration of globalization, comparative literature is showing a more diversified development trend. The “Comparative Study of Chinese and Foreign Literature from the Cross Culture Perspective”, compiled by He Yizhou, integrates Chinese and foreign literature into the development tide of globalization through horizontal and vertical comparison, providing a broader vision for the interpretation of texts and more development opportunities for the future trend of comparative literature.

**Subjects and methods:** Based on the understanding of the history of Chinese comparative literature, the “Comparative Study of Chinese and Foreign Literature from the Cross Culture Perspective” compiled by He Yizhou compares Chinese and foreign literary forms from multiple dimensions, makes an important interpretation of the evolution and theoretical basis of literature.

**Results:** The “Comparative Study of Chinese and Foreign Literature from the Cross Culture Perspective” is closely tied to the theme of “cross culture context”.

**Conclusions:** From the perspective of globalization, it not only studies the similarities and differences between Chinese and foreign literary form, but also focuses on the future development opportunities of comparative literature in view of this differentiated cultural form.

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## RESEARCH ON THE ADJUSTMENT OF ACCOUNTING BEHAVIOR OPTIMIZATION TO ACCOUNTANTS' NEGATIVE EMOTIONS FROM THE PERSPECTIVE OF MANAGEMENT PSYCHOLOGY

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**Background:** Management psychology is a science that studies the behavior laws and psychology of personnel in organizational management activities. It belongs to a branch of psychology. With the continuous improvement of its theory and the expansion of its application scope, management psychology is playing a more and more important role in the socialist market economy. The research content of management psychology is determined by the psychological activities of the research object, which mainly includes the motivation management, cognitive management, emotion management, behavior management and organization management of the research object. Generally speaking, management psychology is to study the behavior and potential psychological activities of personnel in organizational management activities, and find reasonable ways to improve work, improve work efficiency and management effectiveness, and finally achieve organizational goals and achieve the overall development of individuals. In the research process of management psychology, we should not only explore the behavior law of the objects in management activities, but also study the psychological activities behind the behavior, because there is a great correlation between behavior and psychological activities. After mastering the behavior and psychological activities of the research object, we need to use scientific methods to improve the deficiencies, fully mobilize people's enthusiasm and improve their work efficiency. However, among the accounting practitioners, many negative emotions are often generated due to tedious things. Being in this state for a long time will not only lead to low work efficiency, but also affect personal physical and mental