

Subjects and methods: 60 volunteers, aged (23.15 ± 1.48) years, were selected. Colorless blindness, weak color, normal vision or corrected vision greater than 0.8. The standard score of self-rating anxiety scale is more than 50. The subjects are ordinary college students with anxiety symptoms. The subjects were randomly divided into 30 in the experimental group (23.22 ± 1.43) years old, $BMI = 21.33 \pm 2.64$, and 30 in the control group (23.08 ± 1.53) years old, $BMI = 21.45 \pm 1.54$. Except for demographic variables, there was no significant difference in emotion regulation ability, executive function, emotion and anxiety at baseline. Before the experiment, inform the experimenter that the experiment content is the course of innovative teaching mode of Shu embroidery specialty, remind him of his right to withdraw freely at any time, and start the experiment after signing the informed consent.

Study design: The experimental group conducted the teaching of Shu embroidery specialty under the innovative mode, 2-4 times a week, each time for one class hour. During this period, there are professional teachers for guidance. The control group carried out the traditional teaching mode of Shu embroidery. Teachers should treat the two groups of students equally in teaching. The overall test time is 4 months.

Methods: The anxiety status of the two groups of college students after 4 months was detected by self-rating anxiety scale, and the data were statistically analyzed by SPSS 18.0 and excel.

Results: The statistical results obtained after the 4-month test of this study are shown in Table 1.

Table 1. Comparison of partial anxiety status / number of people in the two groups before and after the test

Group	Before and after the experiment	No anxiety	Mild anxiety	Moderate anxiety	Severe anxiety
Test group	Before the experiment	0	9	15	6
	After the experiment	13	12	5	0
Control group	Before the experiment	0	12	14	4
	After the experiment	5	5	17	3

It can be seen from Table 1 that after four months of innovative teaching mode of Shu embroidery specialty in the experimental group, the anxiety of college students has been significantly alleviated, the students with severe anxiety have changed to severe anxiety or mild anxiety, and the students with moderate anxiety have changed to mild anxiety or even no anxiety, indicating that the innovative Shu embroidery specialty teaching can effectively intervene the anxiety of college students. The students in the control group did not get good anxiety. Although some students turned into non anxiety, the students with moderate anxiety increased instead of decreased, indicating that the psychological anxiety of college students is difficult to alleviate by themselves without intervention. This also shows that schools and parents should pay attention to the psychological state of college students and carry out psychological intervention or guidance in time to avoid excessive psychological burden and aggravation of anxiety.

Conclusions: Relying on professional teaching and community activities, promote the inheritance of Shu embroidery, drive more people to join in, and promote the development of Shu embroidery through innovation and entrepreneurship. Shu embroidery has low requirements for students, the process is simple and feasible, and can be completed independently. It is suitable for college students to alleviate anxiety. Colleges and universities can incorporate Shu embroidery and other courses that can regulate college students' psychological anxiety into the teaching of mental health centers, psychological associations and Shu embroidery majors, so as to strengthen students' ability to master the awareness and regulation of their own emotions.

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THE EFFECT OF INTEGRITY CONSTRUCTION OF COLLEGE STUDENTS ON THE SOLVING OF COGNITIVE DISORDERS

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Background: University campus is a special part of the society. The unique campus culture formed by it has a strong influence in contemporary Chinese society, and sometimes has a far-reaching impact on China's society and cultural consciousness. Therefore, the construction of a harmonious university campus can be called the foundation of building a socialist harmonious society. From the traditional view of the Chinese

nation, honesty has always been regarded as the foundation of human life. In our efforts to develop the socialist market to exaggerate, integrity has become the main pass of the market, the market economy as a golden rule, so more and more people's universal concern. Whether the individual has integrity character is of great significance to the construction of a harmonious society. Therefore, as the young elite guiding the trend of the times in the new era, college students are the hope and future of the Chinese nation. After they enter the society, they will become the main force in the construction of socialist market economy, and will also become the inheritors of human knowledge and civilization. Whether they have higher integrity degree is an important standard to measure whether they are qualified or not, and even relates to the future and future of the country and the nation to a certain extent. Therefore, strengthening the construction of college students' integrity will also become an important basic work of harmonious campus construction.

Objective: Honesty is a moral category, which requires people to pay attention to the inner moral cultivation, establish people with virtue, and establish the character and realm of integrity. After the moral quality of integrity develops, it can be transformed into honest moral practice and treat people with sincerity. At the same time, integrity is a legal category, it requires people to engage in civil activities, exercise their rights and fulfill obligations, pay attention to credibility, abide by credit, legal behavior, do not avoid the law and distort the meaning of the actor. Therefore, the construction of integrity of college students can effectively alleviate cognitive barriers.

Subjects and methods: Integrity construction is an important aspect of the harmonious construction of the university campus. At present, there is a serious lack of integrity in college students' learning behavior, economic behavior and employment behavior, which has become a major obstacle to the construction of a harmonious campus. In order to improve the integrity quality of college students and promote the construction of a harmonious university campus, this paper mainly investigates and analyzes the three aspects of strengthening the sense of integrity, playing the main role of students and improving the ideological and moral quality of teachers.

Study design: Using stratified group random sampling, 400 college students of different ages and genders were investigated, and a total of 400 questionnaires were distributed, 387 were recovered and a valid number of 369.

Methods: Excel and SPSS 17.0 were used to make statistics on the effect of college student integrity construction on solving cognitive impairment.

Results: Through various ways and means to make students internalize the external integrity standards into their own concept, and through the moral "self-discipline", through self-evaluation, self-monitoring, self-incentive and so on to shape their own integrity image, strengthen the sense of integrity. In moral education in colleges and universities, must adhere to the organic combination of integrity cognition and integrity behavior and harmonious unity, not only to quote extensive ethics to edify people, but also to be close to students' daily activities, emphasize with understanding to guide behavior, with behavior to strengthen understanding, through the unity of knowledge and line, in practice to create a group of consistent integrity conscious practitioners, give full play to the main role of students. By strengthening the construction of teachers own integrity, the harmony and unity of teachers' words and deeds are realized. Through the school leaders, teachers set an example, take the lead in abiding by the integrity norms, and drive college students to develop a sense of integrity.

The results of this survey, the influence values of specific factors were quantified by 0-4, 0 indicating irrelevant, 1 slight influence, 2 general influence, 3 obvious influence, 4 sufficient influence, and the specific statistical tables are shown in Table 1.

Table 1. Effect of the problem of cognitive impairment

Strengthen the awareness of integrity	Give full play to the main role of students	Improve the ideological and moral quality of teachers
4	4	4

Conclusions: The generation of anything is the result of a variety of factors, and the present cultivation of college students' integrity awareness is no exception. Therefore, it is necessary to deepen the construction of integrity of college students. Of course, the way of the construction of college students has diversity, the cause of the lack of integrity also has complexity, so the construction of college students is also a huge and systematic project, need national, society, family and individuals in the construction of the rule of law moral construction, cultural construction and social life, in order to alleviate the cognitive barriers.

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THE IMPACT OF FAMILY COMPENSATORY CONSUMPTION ON CONSUMER COGNITIVE IMPAIRMENT FROM THE PERSPECTIVE OF POPULATION AGING

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Background: Since 2000, our country has been facing the irreversible trend of gradual increase of the aging population. The population born in the “baby boomers” in the 1950s entered retirement age in turn around 2010. The second wave of retirement tide has led to the further increase of the number of the elderly population and formed the peak of the growth of the elderly population. In the aging society, the increase of retirees affects the income, consumption and psychology of the residents and their families on the micro level, and on the macro level, the labor supply, social consumption and industrial structure. But the present compulsory retirement system in our country will make more and more people retire in the age of aging. A big problem in the realistic economic environment is that the consumption demand is insufficient in the new normal period of the economy. The retirement decision of these groups affects the development and lasting stability of social economy through the dynamic impact on residents’ consumption. The main characteristics of aging in our country are as follows: rapid development process and speed, economic pressure caused by aging before the rich, significant regional and urban-rural differences in aging, aging trend highlighted. As a symbol of the change of population structure, aging reflects the degree of civilization and the health level of human society. Its influence on economic development has both advantages and disadvantages, both positive and negative. It not only affects the labor force, labor productivity, industrial structure, consumption, savings, social investment and social security, but also affects the supply and cost of labor force, the responsibility and burden of enterprises, and the health, consumption demand, social participation and social support and assistance of the elderly at different levels.

Objective: The accelerated ageing of the population means, in theory, a decline in the proportion of the working-age population, indicating a relative decline in the supply of labor, a diminishing demographic dividend in abundance, and a growing proportion of retirees. It is well known that old age is the last stage of an individual’s life cycle. Retirement is often the beginning and symbol of old age. Retirees retire from the labor force and join the aging population. With the aging of the population, more and more people are facing the problem of retirement. The way of living, consumption demand and consumption behavior after retirement have great influence on the change of economic aggregate, trend and the setting of relevant policies. Therefore, it is of great significance to analyze family compensatory consumption from the perspective of population aging for consumer cognitive impairment.

Subjects and methods: At present, the severe aging of our country has formed a negative impact on the new normal of the economy in many aspects, such as the current situation of economic development, transformation and upgrading of the industrial structure, innovation-driven development and the conflict of interests among generations. At the same time, our country will still face the economic facts of insufficient consumption demand and unbalanced economic structure. Therefore, this paper mainly from the elderly consumption motivation, commodity prices, commodity practicality and expected impact, the four aspects of investigation and analysis.

Study design: Using stratified cluster random sampling method, 400 retired people of different genders and occupations were investigated on their consumption concept. 400 questionnaires were sent out, 387 were retrieved and 374 effective copies were obtained.

Methods: Using Excel to measure the effects of household compensatory consumption on consumer cognitive impairment in the context of an aging population.

Results: The consumption motivation of the elderly is more rational and their consumption habits are solidified, that is, consumption has habitual characteristics. Most of the commodity brands they choose are regular purchases with high loyalty. They don’t like to pursue innovation and altruistic consumption. The elderly is more sensitive to the price of goods or services improved by businesses. Especially after retirement, they prefer high-quality and low-cost products or services. At the same time, they are more practical and pay special attention to the practical functions of products. The consumption behavior of the elderly after retirement will be affected by expectations. The uncertainty of future life and health status promotes their consumption behavior to be more frugal, their marginal consumption propensity is low, and their preventive savings are high.

According to the survey results, the influence values of specific factors are quantified in five grades of 0-4. 0 means irrelevant, 1 means slight influence, 2 means general influence, 3 means obvious influence and 4 means full influence. The specific statistical table is shown in Table 1.

Table 1. Effect of family compensatory consumption on consumer cognitive impairment from the