

**Table 1.** College students' satisfaction with the school-enterprise cooperation model

Factor	Improve the system	Promote construction	Improve core literacy
University student	4	3	4

**Conclusions:** Core literacy is the basis for vocational college students to adapt to social development, and the cultivation of core literacy has become the core goal of current education. School-enterprise cooperation plays a vital role in fostering students' core accomplishment. Therefore, vocational colleges should rely on school-enterprise cooperation to constantly improve the training system of core accomplishment and provide high-quality technical and technical talents for the society. Therefore, the alleviation university student core accomplishment anxious mood is essential. The research shows that the mode of school-enterprise cooperation in higher vocational education has a positive impact on the core literacy anxiety of college students.

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## INFLUENCING FACTORS OF EXPRESS ANXIETY OF B2C E-COMMERCE PLATFORM USERS

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**Background:** At present, on the basis of the huge online shopping crowd, a large number of people with "express anxiety" have been extended. The essence of this express anxiety phenomenon pointed out in this paper refers to the psychological state of consumers. In the scenario, it can be explained as the anxiety generated in the whole process of B2C platform users purchasing goods in online stores, then using the logistics query function of the platform to query the logistics information of goods, and finally receiving express, for example, I can't wait to receive the goods but don't arrive, and I'm worried about the damage and loss of the goods when I buy the goods that are of great value to me. When this anxiety affects the user's psychological state, the user's emotional experience will become worse in the whole process of shopping and receiving express. At the micro level, when users have anxiety, for a single online store, it may hurt users' loyalty and fail to maintain users, thus hindering their own development. For a single express enterprise, paying attention to customers' emotional experience is the key factor to gain an advantage in the industry competition, so users' express anxiety may indirectly affect the development of express enterprises by affecting users' emotional experience. On the macro level, when many users have express anxiety, their dissatisfaction with different online merchants and express enterprises may accumulate a negative impression on B2C E-commerce platform and E-commerce logistics industry, which will have a serious negative impact on the development of B2C E-commerce platform and E-commerce logistics industry.

**Objective:** With the rapid development of the Internet, the network environment has been greatly improved and the number of Internet users is quite large. The development of B2C E-commerce industry and express logistics industry has shown a rapid development trend. At the same time, a large number of people with "express anxiety" have extended on the basis of the huge online shopping crowd, who buy goods online, B2C E-commerce platform users who query commodity logistics information according to the logistics query function of B2C platform, resulting in anxiety. Therefore, it is of great significance to analyze the influencing factors of express anxiety of B2C E-commerce platform users.

**Subjects and methods:** This paper mainly studies and analyzes the influencing factors of express anxiety of B2C E-commerce platform users. It is studied from four aspects: perceived information overload, perceived risk, perceived reputation and perceived information quality. A third-tier city was randomly selected and a questionnaire was distributed to citizens to statistically analyze the influencing factors of express anxiety of B2C E-commerce platform users.

**Study design:** 500 groups were investigated by stratified cluster random sampling. 500 questionnaires were distributed, 487 were recovered, and the number of valid copies was 469.

**Methods:** Use Excel to count the influencing factors of express anxiety of B2C E-commerce platform users.

**Results:** Information overload has become a big problem, which not only seriously affects people's work and ability, but also affects their interpersonal relationship and quality of life. Rich information actually threatens personal control of the situation rather than improving it. When the information supply exceeds a person's information processing ability, when individuals face the problem of identifying relevant

information, it is often difficult to understand the relationship between details and the overall view. Perceived risk is a psychological state. Because perceived risk is an individual's biased assessment of the risk situation, and the assessment is highly dependent on individual psychological and situational characteristics, and the dependence on electronic payment methods increases the perceived risk of consumers when shopping online, which is prone to anxiety. Reputation is defined as the degree to which the buyer recognizes the integrity of the sales organization and pays attention to customers. It represents the cumulative evaluation results of the enterprise's past behavior for a long time. The definition of information quality can be considered from the perspective of quality definition. In the context of Internet E-commerce, it is well known that the information quality on the Internet varies greatly. From highly accurate and reliable to inaccurate and unreliable, there may be intentional misleading. Online consumers may pay special attention to the logistics information on the website, because it should help them to make a judgment on the state of goods, so as to have an impact on their psychological state.

In this survey, the influence values of specific factors are quantified in five grades from 1 to 5. 1 means irrelevant, 2 means slight influence, 3 means general influence, 4 means obvious influence and 5 means full influence. In order to reduce the large error caused by individual subjectivity in the evaluation, the evaluation value of 500 groups is adopted and the average is taken to obtain the result rounded, the specific statistical table is shown in Table 1.

**Table 1.** Influencing factors of express anxiety of B2C E-commerce platform users

Content	Perceived information overload	Perceived risk	Perceived reputation	Perceived information quality
College students	3	5	5	5
White collar group	4	4	3	4
Retired group	5	4	4	3

**Conclusions:** Users' express anxiety is a negative emotion for individuals, which will not only cause personal psychological imbalance and bad emotional experience, but also affect users' satisfaction with online stores and express enterprises, become an obstacle to the transformation and stable development of online stores and express enterprises, and finally affect the development of B2C E-commerce and E-commerce logistics industry as a whole. Therefore, a comprehensive understanding of the causes of users' express anxiety can become the key to how to improve users' mental health and enhance users' emotional experience, so as to promote the development of online merchants, express enterprises and even the whole B2C E-commerce platform and express logistics industry.

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## THE IMPROVEMENT EFFECT OF HIGHER EDUCATION ON STUDENTS' LEARNING AND MEMORY IMPAIRMENT

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**Background:** Higher education refers to professional education and vocational education based on the completion of secondary education. It is the main social activity to train senior professionals and professional personnel. Higher education is one of the important components of the education system. It usually includes various educational institutions whose main tasks and activities are high-level learning and training, teaching, research and social services. The second half of the 20th century is an unusual stage of expansion and qualitative change in the development history of higher education. The rapid growth of social demand for senior professionals and the urgent need of individuals for access to higher education make higher education develop at an unprecedented speed, from elite education to mass education.

**Objective:** The process of popularization of higher education has been gradually promoted in China and has been highly valued by colleges and universities all over the country. In the context of the popularization of higher education, it is necessary to strengthen the rational adjustment of the structure and layout of colleges and universities, macro-control the uneven regional distribution of colleges and universities, and take some remedial measures.