

should actively carry out mental health education, innovate education and teaching modes, guide students to actively pay attention to mental health and participate in psychological problem counseling activities, and improve the comprehensiveness and objectivity of self-assessment.

Table 1. The proportion and score statistics of students' anxiety level

Anxiety level	Proportion of total (%)	Anxiety scale score
First degree anxiety	20	3.27
Moderate anxiety	56	3.62
High anxiety	24	3.29

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THE INFLUENCE OF E-COMMERCE ON ART MARKET FROM THE PERSPECTIVE OF PSYCHOLOGY

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Background: Art is a special commodity, which is the crystallization of the combination of the wisdom and labor of art creators. Like ordinary commodities, works of art have two basic attributes, namely use value and value. The difference between works of art and ordinary commodities is that the use value of works of art is not related to the material level, but to the spiritual level. The emergence of works of art is to meet people's aesthetic and spiritual needs. Therefore, the value and use value of works of art fluctuate greatly, which is mainly affected by people's subjective factors. Art market is an art transaction in the form of goods. In the process of art transaction, art creators can be both producers and operators of goods. In the process of continuous development of the national economy and social progress, the consumption level of our people is also rising, the consumption structure has also been upgraded, and the demand for cultural and spiritual products is also rising. Therefore, the art market has made great progress. It has been reported that in 2014, the economic transaction volume of the global art market exceeded 350 billion, while China accounted for 24% of the transaction volume. This shows that China's art market is extremely large and has great development prospects. At the same time, it shows that China's demand for art is relatively large.

With the continuous development of computer information technology and network technology, the business and trade situation has also undergone great changes. The e-commerce model has gradually sprung up and developed rapidly. Now it has become one of the mainstream shopping methods of consumers in China. E-commerce is a comprehensive business operation mode based on the Internet, which can carry out business activities without meeting between buyers and sellers. Through e-commerce, consumers can realize various business, transaction and financial activities such as online shopping, online transactions between merchants, and online electronic payment. There are four main elements of e-commerce, namely mall, consumer, product and logistics. Among them, the mall refers to a comprehensive electric commodity platform, such as Taobao, Jingdong, etc. Consumers are the main factors for the development of e-commerce; High quality products are an important means to attract consumers. Logistics is mainly to provide consumers with purchase services, so as to realize another transaction. Based on the perspective of psychology, this paper discusses the impact of e-commerce on the art market, and formulates a questionnaire to conduct a questionnaire survey on art consumers, so as to provide a certain guiding theory for the development and development of the art market, promote the economic growth of the art market, and then improve China's economic level.

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Subjects and methods: 500 art consumers were selected as the research objects for questionnaire survey. Among the 500 subjects, there are 313 male consumers and 187 female consumers, aged between 22 and 69. Based on psychology and the current situation of art market, formulate a questionnaire to investigate the factors affecting consumers' e-commerce art consumption.

Study design: 15 e-commerce experts and art experts were invited to evaluate the questionnaire, and some questionnaire items were deleted according to the expert evaluation. Through the orthogonal rotation method, know measure and Bartley sphere test are used to evaluate the validity of the questionnaire, and

then evaluate the reliability of the questionnaire results. Finally, according to the results of the questionnaire, this paper discusses the impact of e-commerce on the art market.

Methods: The relevant data were processed and analyzed by IBM SPSS software.

Results: The validity of the questionnaire was evaluated by orthogonal rotation method, KMO measure and Bartley sphere test, and then the reliability of the questionnaire results was evaluated. The reliability test results show that the reliability of the questionnaire is good, as shown in Table 1, indicating that the questionnaire results have high reliability.

Conclusion: China's art market is extremely large and has great development prospects. Therefore, the study of the impact of e-commerce on the art market is of great significance to the improvement of the art market economy and China's overall national economy. Based on the perspective of psychology, this paper discusses the impact of e-commerce on the art market, and formulates a questionnaire to conduct a questionnaire survey on art consumers, so as to provide a certain guiding theory for the development and development of the art market, promote the economic growth of the art market, and then improve China's economic level.

Table 1. Reliability test of questionnaire survey

Kaiser-Meyer-Olkin	Measurement sampling appropriateness	0.961
Bartlett's spherical test	Approximate chi square	8178.789
-	<i>Df</i>	349
-	Significance	0.000

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ANALYSIS OF THE INFLUENCE OF TOURISM TEACHING REFORM ON COLLEGE STUDENTS' COGNITIVE IMPAIRMENT

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Background: In the past 30 years, China's tourism industry has been developing rapidly with the momentum of sustained growth, which has promoted the development of tourism education. Tourism, as an independent discipline, has a short history, immature development in many aspects, lack of unified research objects and distinctive discipline characteristics. Because the basic theoretical research of tourism discipline is weak, its theory mostly uses the research results of other disciplines or changes slightly on the basis of transplantation, which strengthens the comprehensive characteristics of interdisciplinary subjects, and greatly reduces the independence and characteristics of majors. Moreover, the course content of tourism discipline is complicated and the discipline boundaries are unclear, which makes the scientific value and guiding significance of tourism education decline. Teaching methods and teaching quality bring different teaching effects, and will have different psychological effects on the teaching audience, while the completion of teaching objectives will affect students' evaluation of themselves. Teaching is not only to impart knowledge, but also to cultivate students' independent learning mode of thinking.

Cultivating college students' good psychological quality is an important part of college students' education at present. However, college students have a series of psychological problems due to their deviation from the correctness of self-cognition. Cognitive impairment, also known as cognitive impairment, is a pathological process in which the brain's advanced intelligent processing process related to learning, memory and thinking judgment is abnormal, which leads to learning, memory impairment, visual space impairment and executive dysfunction, accompanied by language loss, loss of use, ignorance and other changes. Its causes mostly come from accidents, the influence of external environment, changes in mental and psychological state and so on. However, college students' self-cognition is not perfect, and their psychological feelings are rich and changeable, which is easy to cause cognitive obstacles. Mistakes in