occupations as the research object, evaluated and analyzed consumers' previous consumption psychology, and then conducted psychological guidance and predictive intervention on consumers' behavior with the help of psychological theory, so as to explore the impact of consumers' different emotional orientation and consumption psychology on e-commerce shopping activities under the background of big data. After four weeks of psychological intervention, the consumers' consumption tendency and psychological intervention were randomly analyzed according to the characteristics of consumers' consumption tendency.

Methods: With the help of big data analysis tools, the information of consumers' consumption tendency and psychological status was collected, and then SPSS23.0 statistical analysis tools were used to compare the changes of consumers' consumption psychology, consumption expectation and shopping intention before and after the experimental intervention.

Results: There is a certain correlation between consumers' consumption psychology and their shopping intention, and individual consumption psychology will affect their shopping expectation and behavior. There is a connection between consumption emotion and subsequent shopping behavior. With the help of big data consumption prediction system, it can effectively guide consumers' psychological orientation and then affect their shopping intention. Figure 1 shows the correlation between consumers' positive consumption psychology and shopping intention.
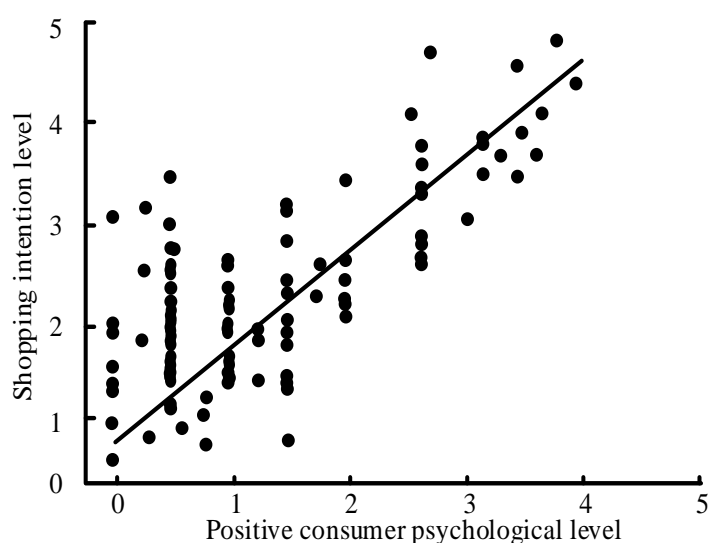

Figure 1. Correlation between consumers' positive consumption psychology and shopping intention

Conclusions: Consumers' purchase behavior will be affected by consumption motivation, perception, learning stimulation and behavior attitude. The big data consumption prediction system can predict consumers' consumption psychology by collecting consumers' past consumption behavior, and then affect their shopping intention. Analyzing consumers' consumption behavior from the perspective of psychology is helpful to the development of e-commerce and the establishment of consumers' correct consumption view.

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THE WAYS TO IMPROVE THE CORE LITERACY OF DIGITAL CREATIVE TALENTS FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

Guiming Huang[1] & Ziying Mo[2]

[1]*School of Culture and Media, Hezhou University, Hezhou 542899, China*
[2]*School of Tourism and Sports Health, Hezhou University, Hezhou 542899, China*

Background: Educational psychology refers to the use of psychological theories or research results to carry out educational intervention, carry out conscious intervention according to the psychological laws and change characteristics of both teaching subjects and objects, and explore its teaching design in a specific situation, so as to achieve the best teaching effect and teaching quality, and improve students'

psychological problems. Educational psychology can help teachers effectively intervene and solve students' psychological and learning problems in curriculum design, teaching method improvement and teaching motivation guidance. Based on psychology, educational psychology constructs the relationship between pedagogy and psychology, including the relationship between students' personality development and educational environment, the relationship between ability development and knowledge learning, social development and standardized learning, and the regularity between the effectiveness of teaching and talent training. On the basis of practicing the cultivation concept of people-oriented and cultivating people through moral education, educational psychology actively intervenes in the teaching process and teaching subject and object with the help of psychological theory, which is internalized in the heart and practice in a subtle form. The teaching process is the process of teaching interaction. Its essence is the choice of methods, and the psychological characteristics of teachers and students will make the teaching effect and teaching focus different. Different psychological characteristics and goal orientation will lead to the difference and enthusiasm of students' learning attitude. At present, the cultivation of students' innovative consciousness is ignored in the teaching process of digital creativity major in higher vocational colleges. Most of them are taught with theoretical knowledge. The teaching form is superficial, which is difficult to grasp students' employment needs and psychological problems. Due to the lack of understanding of the course, students are prone to psychological problems when the teaching effect deviates from their own expectations, and the complex environmental conditions and changeable job market will also lead to students' anxiety, anxiety and other negative emotions and psychological problems in the teaching process, which will affect their life and learning. Therefore, from the perspective of educational psychology, we should carry out teaching reform from the aspects of the design of teaching content, the selection of teaching resources and the evaluation of teaching mode, pay full attention to the needs and psychological change characteristics of students, improve their emotional burden and psychological problems, and improve their mental health and learning attitude.

Objective: To analyze the law and characteristics of students' psychological changes in the teaching process of digital creative course with the help of educational psychology, so as to realize teaching reform, pay attention to students' psychological problems and emotional difficulties in the teaching process, alleviate their negative emotions, and improve their learning quality and learning attitude.

Research objects and methods: Taking the students majoring in digital creativity in a university as the research object, the research first collects information on the current situation of classroom teaching and the learning problems and needs of college students, and then constructs a new promotion path in line with students' psychological needs and classroom teaching objectives from the perspective of educational psychology, this model is used to test the improvement of students' psychological status and core literacy in teaching practice, so as to reduce their negative emotions caused by professional problems.

Method design: Explore the correlation between educational psychology and digital creative education with the help of principal component analysis, innovate and optimize the original classroom teaching on this basis, analyze the psychological improvement and core literacy improvement of the experimental subjects within three months with the new model, and make statistical analysis of the data to obtain the experimental results.

Methods: Principal component analysis was used to explore the correlation between educational psychology and digital creative education. Analysis tool to process the experimental data.
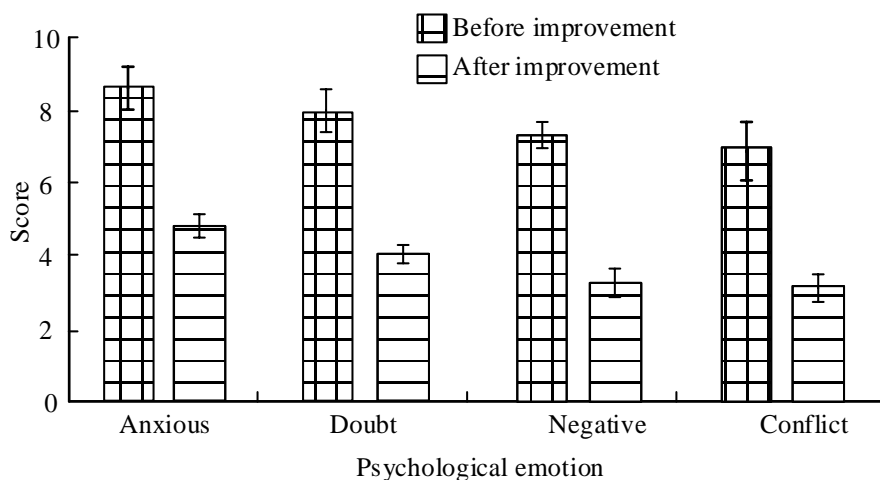

Figure 1. Statistics of students' negative emotion scores before and after the experiment

Results: Educational psychology can effectively guide teachers to optimize teaching courses according to students' psychological needs and problems, and then help them solve psychological problems and improve their core professional quality and ability. Figure 1 shows the statistics of students' negative emotion scores before and after the experiment. The score value represents the severity of students' negative emotion.

Conclusions: The level of mental health is also one of the core competitive advantages of talent training. With the help of educational psychology, teachers can give full play to the joint force of education on the basis of grasping the psychological laws and teaching characteristics of teaching subjects and objects in the process of digital creative teaching, pay more attention to students' subjects, and solve their psychological problems and emotional changes in teaching practice, improve their core literacy and ability to adapt to society. Digital creativity requires students to be able to flexibly and creatively use professional knowledge for product design, so teachers should pay attention to give full play to students' subjective initiative in the future teaching process.

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THE CAUSES OF EMPLOYEES' PSYCHOLOGICAL ANXIETY IN ENTERPRISE HUMAN RESOURCE MANAGEMENT

Wei Song

School of Management, Nanjing Audit University Jinshen College, Nanjing 210000, China

Background: From the perspective of psychology, anxiety is a psychological feeling and action tendency in the face of future uncertainty. It is mainly characterized by widespread persistent anxiety or recurrent panic, and the anxiety psychology shown by different audiences has individual differences. In the current anxiety group, the psychological problems of employees are more prominent, and gradually show a younger and more serious trend. The psychological anxiety of employees will have a negative impact on their own value evaluation and work content. A more negative emotional attitude is not conducive to the development of their work and the satisfaction of emotional value. Moderate psychological anxiety will urge employees to constantly examine their own shortcomings and problems existing in their work, and then produce internal driving force, so that they can solve problems with a more proactive attitude and behavior, realize the regulation of their own emotions, and then promote their all-round development. However, excessive psychological anxiety will make employees fall into the emotional quagmire, resulting in emotional disorder and out of control behavior, which will lead to a series of psychological problems and affect the completion of work tasks and the investment of mental state. There are many influencing factors that cause employees' psychological anxiety, such as work content, interpersonal relationship, enterprise management system, job burnout and so on. Different employees have different tolerance and emotional sensitivity, and then hold different attitudes and emotional endurance in solving the same thing and problem. If there is no timely and effective targeted intervention on the anxiety of employees, it will have a good impact on the physical and mental health of employees. In the long run, it will affect the effect of human resource management and the long-term benign development of the enterprise economy. Human resource management of enterprises is an important strategic resource in modern enterprises. It determines the depth and breadth of the development and utilization of material resources. It is the key factor for the core competitiveness of enterprises and the realization of long-term and orderly development. The rationality and scientificity of human resource management will have an impact on employees' emotions, such as salary system, job content distribution and basic rights and interests' maintenance, which will cause employees' emotional fluctuations, resulting in job burnout and anxiety. Therefore, exploring the influencing factors of employees' psychological anxiety in enterprise human resource management will help enterprises to better improve the human resource management system and improve their anxiety from the psychological status of employees.

Objective: In order to improve the anxiety of enterprise employees, alleviate their anxiety symptoms and help them improve their mental health level, study the optimization of management mode from the current situation and problems of human resource management, reveal the relationship between it and