the universal compulsory education system, and introduce a more clear and strict kindergarten teacher access system to make the team of early childhood teachers balanced and stable. On the other hand, we should strengthen publicity through various media, actively guide public opinion, form a good atmosphere of respecting teachers and valuing education, and let society have a more comprehensive and correct understanding of preschool education. Families, teachers, classmates and friends should more actively care about and understand the professional growth of preschool education college students and actively understand the relevant knowledge of the major, rather than attacking their enthusiasm and self-confidence. On the basis of relying on society to pay attention to the major, encourage the students of the major to develop healthily. Colleges and universities need to set up mental health courses and career planning in freshmen, provide psychological counseling and professional introduction to freshmen, and guide them to actively make career planning. Carry out a series of cultural activities to enhance students' sense of professional belonging, professional awareness and professional belief, and have more confidence and confidence when entering the society.

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DESIGN METHOD OF CROSS-BORDER E-COMMERCE WEBSITE COLOR MATCHING FOR PATIENTS WITH ANXIETY DISORDER UNDER COGNITIVE PSYCHOLOGY

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Background: Cognitive psychology is a subject that studies the psychological changes and laws of the processing process of collecting information in the brain and the formation process of subsequent thinking. The research objects of cognitive psychology are mainly people's advanced thinking processes, such as perception, attention, memory, language, etc. In contrast to behaviorism psychology, cognitive psychology also studies processes that cannot be directly observed, such as memory processing, storage and extraction. Cognitive psychology pays more attention to the basic psychological causes of human behavior, but the process from psychological state to behavior cannot be directly observed. Therefore, cognitive psychologists can only speculate about this process by analyzing the information received by the object and the behavior generated. Therefore, the research of cognitive psychology often needs to carry out experiments to provide basis and support for speculation. The commonly used experimental methods in this discipline include interview method questionnaire survey, expert consultation, etc. The rapid development of China's cross-border e-commerce is conducive to the employment of the domestic population and commodity export trade. However, due to the rise of cross-border e-commerce, the industry development and operation are not mature enough, and the color matching design of some cross-border e-commerce websites is not reasonable, which will reduce the shopping desire of consumers and affect the performance and income of enterprises. Especially for patients with anxiety disorder, their patience is low, and unreasonable website color matching will further reduce their brand preference for cross-border e-commerce. Moreover, this result is generated through the transformation of color elements into corresponding cognitive and psychological driven behavior. Therefore, it is necessary to use cognitive psychology to optimize the color matching of cross-border e-commerce websites, so as to improve their attraction to patients with anxiety disorder.

Objective: To analyze the relationship between the condition of patients with anxiety disorder and various colors and color combinations, design and carry out experiments, and explore the impact of e-commerce website adjusting color matching scheme on the condition of patients with anxiety disorder.

Objects and methods: Collect relevant data on color matching, website style design and cognitive psychology, and communicate with cross-border e-commerce practitioners to understand the development status of cross-border e-commerce in China and the color matching form of websites. Two leading cross-border e-commerce enterprises with a certain position and market appeal in the industry and 200 patients with anxiety disorder were selected for social experiments. Divide 200 patients into experimental group and control group on average, and verify whether there is no significant difference between the basic

information of the two groups. If the verification fails, the grouping needs to be adjusted or regrouped until the verification passes. Subsequently, the background designers of a cross-border e-commerce website were trained in cognitive psychology, requiring them to optimize the color matching of the website on the premise of considering the cognition of consumers suffering from anxiety about the website, the cognition of commodity layout, the cognition of services and the psychological impact brought by these factors, and let the personnel of the experimental group use this enterprise for shopping without interfering with the web design of another website. The control group was asked to use this page for shopping. Before and after the experiment, the two groups were investigated with SAS (Self-rating Anxiety Scale). In addition, all measurement type features in the study are displayed in the form of mean ± standard deviation for *t*-test, and counting type features are displayed in the form of number or proportion of number for Chi-square test. The significance level of difference is taken as 0.05.

Results: After the experiment, the SAS survey results of the two groups were counted, and Table 1 was obtained.

Table 1. SAS survey results of two groups of personnel

Statistical time	Experience group	Control group	*t*	*P*
Before experiment	65.3±3.6	65.2±2.9	1.251	1.336
After the experiment	47.5±2.7	65.4±2.8	0.285	0.001
t	0.296	1.129	-	-
P	0.001	1.307	-	-

It can be seen from Table 1 that there is no significant difference between the data of the two groups before the experiment, which proves that the experimental data are comparable. After the experiment, the average SAS survey scores of the experimental group and the control group were 47.5 and 65.4 respectively. The former was significantly lower than the latter, and the *P* value of *t*-test was 0.001, which was far less than the significance level. It was considered that the data difference was significant.

Conclusions: With the rise of cross-border e-commerce in China, more and more foreign consumers begin to use China's cross-border e-commerce websites for online shopping. However, the website color matching design of some cross-border e-commerce websites is not reasonable, resulting in the decline of shopping interest of consumers with anxiety disorder, which will have a negative impact on the business performance of enterprises and is not conducive to the benefits of online shopping for patients with anxiety disorder. Therefore, this study uses the method of cognitive psychology to design an e-commerce website color-matching experiment. The experimental results show that after the experiment, the average SAS survey scores of the experimental group and the control group are 47.5 and 65.4 respectively. The former is significantly lower than the latter, and the *P* value of *t*-test is 0.001, which is far less than the significance level. It is considered that the data difference is significant. The data show that optimizing the color matching design of cross-border e-commerce websites by considering the theoretical methods of cognitive psychology can help reduce the anxiety level of anxiety patients when using websites, so as to promote patient consumption and increase the performance and income of cross-border e-commerce enterprises.

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THE INFLUENCE OF FILM AND TELEVISION CULTURE COMMUNICATION MODE BASED ON SOCIAL PSYCHOLOGY ON THE MENTAL HEALTH OF INTERNET USERS

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Background: Social psychology is an interdisciplinary subject of sociology and psychology. Its main task is to study the psychological and behavioral conditions of individuals and organizations in the social environment, and summarize the laws to solve the corresponding social problems. Compared with traditional psychology, it pays attention to the impact of language, friends, family, living environment and learning environment on itself in the process of individual socialization. It also pays attention to the communication mode, group behavior norms, group thinking and habits of group organizations at the social level. Because the research object of social psychology involves human organizations, it is necessary to strictly abide by the principle of value neutrality, systematic principle and ethical principle in the process of case study, so as to improve the reliability and accuracy of research results. Since the reform and opening