

marketing practice course, from the perspective of psychology, grasp the students' dominant position, innovate and enrich the teaching courses and modes, and explore the guidance and intervention mechanism of the integration of teaching, research and creative competition on students' mental health.

**Research objects and methods:** This paper takes the students majoring in chemical marketing in a university as the research object, evaluates their psychological status, optimizes the curriculum learning mode based on the analysis of the current situation of the marketing practice curriculum, and actively intervenes the students' psychological problems with the realization of the integration of teaching, research and creative competition, in order to improve the mental health level of the students majoring in chemical marketing.

**Method design:** According to the different psychological problems of the research objects, they are divided into different groups, such as anxiety group, depression group, emotion regulation disorder group, etc. then, in the integration of teaching and research, we pay attention to the intervention of students' negative emotions and psychological problems. The experiment lasted for six weeks. After the experiment, the mental health status of the research object was re-evaluated in order to explore the promoting effect of the integration of teaching, research and creative competition of chemical marketing practice course on the mental health of college students.

**Methods:** The psychological status and psychological problems of the subjects before and after the experiment were collected and evaluated with the help of mental health test scale, and SPSS23.0 statistical analysis tools to sort out and analyze data differences.

**Results:** Different teaching modes, teaching means, teaching contents and teaching resources will affect the learning effect and psychological emotion of students in teaching practice. The integration of teaching, research and creation of chemical marketing practice courses can effectively mobilize students' enthusiasm to participate in the classroom, alleviate their negative psychological emotion and improve their mental health level. Table 1 shows the statistics of students' psychological anxiety scores in classroom teaching before and after the experiment.

**Table 1.** Statistics of students' psychological anxiety scores in classroom teaching before and after the experiment

Anxiety dimension	Before the experiment		After the experiment	
	Average value	Standard deviation	Average value	Standard deviation
Academic difficulty anxiety	3.74	2.32	2.15	1.96
Curriculum goal anxiety	3.04	1.41	2.76	1.19
Anxiety of professional operation ability	4.59	2.06	1.15	1.98

**Conclusions:** Students are easy to have psychological problems in the complex social and learning environment, and different degrees of psychological problems will have a great negative impact on their study, life and even society. Exploring the psychological intervention and influence of the integration of teaching, research and creative competition on students in the chemical marketing practice course from the perspective of psychology is helpful to help teachers grasp the dominant position of students in curriculum learning and promote the improvement of their mental health level.

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## THE INFLUENCING FACTORS OF COMMUNICATION ADAPTATION BARRIERS ON COLLEGE STUDENTS' EMPLOYABILITY

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**Background:** Communication adaptation disorder is manifested in the difficulties of opinion exchange and information transmission between people and teams. It often includes language barrier, concept barrier and temperament barrier, and different types of obstacles are caused by different information senders, information receivers and information transmission channels. In the adaptive state of language communication, the emotional tendency, expression ability and judgment of the sender of information will

affect the integrity of information transmission. For example, the sender of information will produce different emotional values and behavior orientation under the influence of language environment, age structure and individual differences, and then affect the fluency and logic of communication and expression. At the same time, different information recipients have different ideas and views on the same thing by subjective tendency and value orientation, and there are different characteristics in information screening and tolerance. Certain psychological distance, environmental conditions and changes in identity positioning will hinder the communication and communication process between different groups, lead to communication adaptation obstacles, and then affect the information transmission between the two sides of the information. The singleness of communication media channels and the communication feedback of the surrounding environment to individuals will affect the differences in their own communication skills. For example, the main communication objects and inform recipients of efficient college students come from teachers, and teachers' communication behavior to students is direct and rapid. Communication adaptation disorder will affect students' emotional tendency and expression ability, which is directly reflected in the communication process between students, others and the environment, and affect their communication ability when facing employment. With the continuous expansion of enrollment scale and the increase of the number of college graduates, there is an imbalance between supply and demand between graduates and scarce jobs, which further increases the employment form and competitive pressure, making it very important for college students to improve their employability under the severe employment situation. The employability of college students refers to the ability generated by college graduates to adapt to the changes of the employment market, and the level of their ability reflects the probability of their success in employment, including basic ability, professional ability, personal characteristics and social adaptability. There are many factors affecting college students' employability, including personal values

Subjective controllable factors such as professional knowledge, skills and comprehensive quality, as well as objective factors such as social demand and employment policy. Communication adaptability is an important factor in college students' employability. Therefore, exploring the literacy improvement path of college students' employability from the perspective of communication adaptability obstacles will help to improve students' negative emotions and psychological problems such as employment anxiety, and improve their comprehensive quality and employability.

**Objective:** In order to improve students' cognition of their own positioning and the improvement of psychological problems, this paper studies the influencing factors of their employability from the perspective of communication adaptation barriers, so as to help them better adapt to the job market and situation, look at their own and surrounding changes with a more positive and comprehensive attitude, and improve their psychological tolerance.

**Research objects and methods:** Firstly, the study conducted mental health screening on the students of a university, took the students with communication adaptation disorder as the research object, and collected the preliminary information on their employability level, then intervened them in professional knowledge learning, communication and psychological quality strengthening, and collected the improvement of communication adaptation disorder of students after the intervention to explore the negative factors affecting college students' employability and improve their employability.

**Method design:** With the help of principal component analysis, explore the correlation between communication adaptation disorder and college students' employability, intervene and treat the experimental subjects, collect their psychological improvement data and changes in employability before and after the experiment for eight weeks, and make statistical analysis of the data to obtain the experimental results.

**Methods:** Principal component analysis was used to explore the correlation between communication adaptation disorder and college students' employability.

**Table 1.** Statistics on the score difference of students with communication adaptation disorder before and after the experiment

Representation dimension	Before the experiment	After the experiment
Fluency of language use	13.77±2.59	25.14±2.43
Logic of language	15.28±2.53	29.42±2.77
Correctness of terms	19.32±3.82	27.53±2.05

**Results:** The employability of college students includes the ability to develop wisdom, the ability to establish a new concept of employment and the ability to pay attention to the training of sound personality. Exploring the influencing factors of college students' employability from the perspective of communication adaptation barriers will help college students understand the relationship between career and life, change their thinking ideas, and then improve their communication adaptation ability. The results show that

targeted intervention for students with communication and adaptation disabilities can effectively enhance their understanding and grasp of the connotation of employability, help to improve psychological problems and improve their psychological pressure resistance and adaptability. Table 1 shows the statistical difference of scores of students with communication adaptation disorder before and after the experiment.

**Conclusions:** The level of mental health and communication expression is also one of the core competitive advantages of college students' employability. Targeted intervention for students with communication adaptation disorder is helpful to grasp the changes of their psychological needs and the backward progress of communication adaptation problems, and take targeted intervention measures to help them solve their psychological problems and improve their core professional quality and ability.

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## THE IMPACT AND DEVELOPMENT OF CONSUMER BIG DATA PSYCHOANALYSIS ON E-COMMERCE

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**Background:** Consumer psychology is an independent branch of psychology, which mainly studies the response psychological activities and psychological rules of consumers when purchasing goods according to their own psychology and actual needs under the premise of specific overall social level and consumption level. Psychological activity is the reaction process of human beings when they are controlled by external objective things. When consumers face consumption choices, their own consumption psychological needs, consumption preferences and behavior preferences are affected by consumption psychology, which can be reflected in consumers' behavior. Sellers and designers can also grasp consumers' consumption psychology by observing consumers' consumption behavior, and then meet consumers' consumption psychological needs through a series of promotional activities and other business behaviors. People's consumption activity is not a general mechanical activity, which is manifested in the fluctuation of consumer psychology in a certain field. First, people's consumption psychology is divided into two kinds: consumption psychology caused by physiological factors and consumption psychology caused by social consumption environment. The consumption psychology caused by physiological factors is the consumption psychology dominated by instinct when people are in a natural state, while the consumption psychology caused by social consumption environment is the consumption psychological demand caused by the influence of external social environment, similar groups in life or the overall consumption environment. Relatively speaking, the consumption psychology caused by physiological factors is easier to predict, but the consumption psychology caused by social consumption environment is relatively difficult to predict. In the field of e-commerce, the big data consumption prediction system can summarize and summarize consumer behavior, form a guide map of individual consumption habits and overall social consumption trend, analyze consumption psychology from existing consumption behavior, and predict future consumption psychology. By analyzing the psychological trend of consumers' big data, we can effectively improve the business strategy of e-commerce, achieve the effect of accurate recommendation and guide consumption. Psychology is a science that studies human behavior and psychological laws. Modern psychology believes that psychological perspectives include six aspects: biological perspective, cognitive perspective, behaviorism perspective, whole-person perspective, development perspective and social and cultural perspective. Its theoretical content involves connection theory, behaviorism theory, humanism theory and so on. Psychology focuses on people's cognitive activities, psychological activities, individual spiritual core and influencing factors, and guides people's behavior mechanism and psychological changes from the perspective of long-term development. With the help of psychological perspective and theoretical analysis, the research on the impact and development of consumer big data psychological analysis on e-commerce will help to grasp the psychological needs of consumers and the cognitive law of both sides of the interaction in the e-commerce process.

**Objective:** In order to better explore the impact of consumer big data psychoanalysis on e-commerce and explore the psychological mechanism in the process of this impact, under the guidance of the internal and external driving factors of consumer purchase psychology, analyze consumer psychology with their existing consumption behavior, and predict the future consumption psychology, so as to guide the correct establishment of consumers' psychological values, rational consumption and improve their mental health level.

**Research objects and methods:** The study randomly selected 1000 consumers of different ages and