significant difference between the two groups of data, otherwise, it is considered that there is significant difference. Carry out digital reform on the working environment of the two groups of employees, such as installing and using the intelligent management system for the production, processing, transportation and storage of agricultural products. However, conventional training on the use of intelligent work system is only provided to the traditional group, while the transformation group personnel also need to receive the psychological preparation training for the enterprise's digital transformation, as well as the communication action led by the personnel of the personnel department to dredge the negative psychology of employees in the enterprise transformation, which is conducted once a week. The experiment lasted for 6 months. Before and after the experiment, SCL-90 (Symptom Checklist 90) investigation was conducted to the two groups of personnel to understand the changes of psychological problems of the subjects during the experiment.

Results: After the experiment, the investigation results of SCL-90 scale of the two groups were counted according to the average value of the nine factors, and Table 1 was obtained.

Table 1. Statistical results of previous SCL-90 scales of the transformation group and the traditional group

Statistical time	Transformation group	Legacy group	t	P
Before intervention	1.83±0.24	1.81±0.22	0.464	0.644
After intervention	1.57±0.16	1.85±0.26	6.924	<0.001
t	6.805	0.887	-	-
P	<0.001	0.377	-	-

According to Table 1, before the start of the enterprise digital transformation experiment, the t-test output P value of the SCL-90 factor average score data of the two groups of employees was 0.644, which was greater than the significance level of 0.05. It was considered that the data difference was not significant and the grouping was reasonable. After the experiment, there was a significant difference in the average score of SCL-90 between the two groups, and the scores of the transition group and the traditional group were 1.57 ± 0.16 and 1.85 ± 0.26 respectively. The former was significantly lower than the latter as a whole.

Conclusions: In the process of digital transformation of agricultural and animal husbandry enterprises, employees' anxiety, fear, depression and other negative psychology have led to the reduction of work efficiency and work quality. This study conducted a group experiment with 114 employees who planned to carry out digital transformation in China. The results showed that after the experiment, there was a significant difference in the average score of SCL-90 between the two groups, and the scores of the transition group and the traditional group were 1.57 ± 0.16 and 1.85 ± 0.26 respectively. The former was significantly lower than the latter as a whole. This is because through the psychological preparation training for enterprise digital transformation, employees can better understand the reasons and necessity of the company's transformation, so as to reduce the resistance psychology. The regular care and communication of personnel can timely alleviate the severity of employees' negative psychology.

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RESEARCH ON THE INFLUENCE OF EMOTIONAL EXPERIENCE ON MORAL COGNITION AND ITS MORAL EDUCATION VALUE UNDER EMOTIONAL PSYCHOLOGY

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Background: The relationship between emotional experience and moral development and moral education is receiving increasing attention, and people are paying more and more attention to traditional

moral theory and moral education. In the long-term research, some studies believe that people's emotional factors will affect moral education. In addition, in a large number of current studies, it is believed that emotion is not only a personalized negative emotion, but also not only destructive, irrational and immoral behavior in emotion. A large number of scholars begin to believe that emotion has an important positive role and can show an organizational role in social activities. In addition, some studies have pointed out that individual emotional psychology can not only reflect its positive role, but also continuously improve individual positive values, and ultimately promote the healthy growth of individuals. In psychological research, it is believed that emotional psychology is of great significance to the study of moral development, and it is emphasized that the practice of moral education is significantly affected by emotional psychology, and emotional psychology is also significantly affected by moral education.

The influence of emotional experience on moral cognition under emotional psychology is reflected in the four aspects of influencing individual moral knowledge learning, moral judgment and reasoning, moral belief formation and moral self-awareness. Moral knowledge learning is the basis of individual moral cultivation. In the influence of emotional experience on individual moral knowledge learning, emotional experience is operated as the internal driving force of moral knowledge learning. Generally speaking, positive emotional experience can directly promote students to participate in the learning of moral knowledge. At the same time, appropriate negative emotional experience can also provide students with the driving force of moral knowledge learning to a certain extent. In the influence of moral judgment reasoning, some studies have pointed out that different emotional states choose different moral judgment concepts, and under the influence of the environment, individual emotional experience will continue to change. Affected by emotional experience, individual psychological activities will be affected by others, so moral judgment and reasoning are more objective. In the formation of moral beliefs, the positive and negative effects of emotional experience have different effects on the formation of moral beliefs. Positive effects can promote the formation of moral beliefs, while negative effects will hinder the formation of moral beliefs. In the influence of moral self-awareness, emotional psychology studies believe that emotional experience will act on the three aspects of knowledge, emotion and meaning in moral self-awareness, and then affect the generation of moral self. In psychological research, it is believed that emotional experience has an important impact on social interaction and the development of social cognition, and can restrict the development of moral cognition to varying degrees. In order to further discuss the moral value of moral cognition, the study puts forward the correlation analysis between emotional experience and moral cognition under emotional psychology, in order to provide theoretical support for moral education in China.

Objective: Analyze the importance of moral cognition, evaluate the impact of emotional experience on the formation of moral cognition, and put forward moral education measures from the perspective of emotional psychology.

Subjects and methods: Taking college students as the research object, this paper analyzes the relationship between emotional experience and moral self-cognition among students and the influencing factors. The present situation of students' self-emotional experience and moral self-cognition was investigated by means of moral situation investigation. The locus of control of college students was investigated by Adult Nowicki-Strict Internal External control scale (ANSIE). Construct the correlation model between emotional experience and moral self-cognition, and evaluate the impact of emotional experience on moral self-cognition.

Results: The correlation coefficient is used to analyze the impact of emotional experience on moral self-cognition, as shown in Table 1. In moral self-cognition, positive emotions can positively affect the formation of moral cognition, while negative emotions can hinder the formation of moral cognition.

Table 1. Analysis of the influence of emotional experience on moral cognition

Project	Moral knowledge learning	Moral judgment reasoning	Moral belief formation	Moral self-awareness
Positive emotions	0.479	0.484	0.516	0.503
Negative emotions	-0.432	-0.510	-0.498	-0.487

Conclusions: College students' moral cultivation is the key content that colleges and universities must pay attention to in professional and technical education. In order to better carry out college moral education and promote students' moral cultivation, this paper studies and analyzes the correlation between emotional experience and moral cognition from the perspective of emotional psychology. The correlation analysis shows that different emotional experiences of college students have a significant impact on students' moral knowledge learning, moral judgment and reasoning, moral belief formation and moral self-awareness. Positive emotions can positively guide students' self-awareness formation and continuously

improve students' moral awareness, while negative emotions can significantly hinder the formation of students' moral awareness. The above results show that, from the perspective of emotional psychology, individual emotional experience can affect moral cognition significantly. Therefore, in moral education in colleges and universities, colleges and universities should pay attention to students' emotional experience, so as to promote the formation of students' cognition.

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RESEARCH ON CUSTOMIZED GENERATION AND DESIGN PSYCHOLOGY OF ASIAN GAMES DYNAMIC SPORTS ICONS IN GAME ENGINE

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Background: With the improvement of people's quality of life, people began to pursue life experience beyond the basis of daily life. In order to meet the needs of individual life experience, design psychology gradually appeared in the public's field of vision. Design psychology is a kind of psychological content based on art, which studies the interaction between people and things by analyzing the psychological changes in art design. Some scholars have proposed that design psychology is a marginal discipline of psychology between design and psychology. The main research direction is to analyze the psychological behavior of the design theme and the design target theme in the art field, and to obtain the relevant influencing factors of art design that affect the psychological behavior with the help of the analysis of psychological behavior. Therefore, design psychology can be regarded as a psychological subject that analyzes the relationship among people, things and environment, and also a psychological subject that studies the psychological differences and common points between designers and audiences. In today's society, due to the improvement of the quality of life, the individual's attention to the external experience of things continues to increase. Therefore, the application of design psychology in various fields of society is of great significance. In the current application of design psychology, we can know that design psychology can help designers understand the needs of things and environment under different cultural psychology by analyzing the psychological needs of the audience.

With the Asian Games approaching, how to publicize the Asian Games has become an important issue in the current sports industry. As its most prominent feature, the design and publicity of the Asian Games' dynamic icons is of great significance. With the gradual enrichment of people's lives, software technology has led to the rapid development of the game industry. The display and design of the Asian Games' dynamic icons in the game can help promote the Asian Games to a greater extent. The automatic generation of the Asian Games' dynamic sports icons in the game engine is a kind of visual communication design aesthetics, that is, it is necessary to analyze the visual psychological needs of the game audience through the design psychology in the icon design. However, because the game industry in China is still in its infancy, the aesthetic design in line with the audience's visual perception in the game engine is still weak, which leads to the difficulty of the application of design psychology in it. In order to realize the large-scale publicity of the Asian Games, the research takes the game engine as the technical background, and analyzes the dynamic sports icon design and automatic generation of the Asian Games from the perspective of design psychology, in order to promote the development of sports in China.

Objective: Analyze the visual aesthetic psychological needs of the audience in the game field, and apply design psychology to realize the dynamic sports icon design of the Asian Games and its customized generation to meet the audience's psychology.

Subjects and methods: Randomly recruit 100 game audiences, analyze their psychological status of visual aesthetics for the internal design of the game, and put forward the control scheme of design psychology, including gender, age, educational background, etc. This paper adopts the design psychology control scheme to generate the dynamic sports icons of the Asian Games, and evaluates the impact of the customized generation of the dynamic sports icons of the Asian Games under the design psychology on the aesthetic psychology of the audience.

Results: The impact of the customized generation of the Asian Games dynamic sports icons under the design psychology on the aesthetic psychology of the audience is shown in Table 1. Table 1 shows that the aesthetic psychology of the audience gradually tends to be satisfied under the control of factors such as gender, age and educational background in the control scheme of design psychology. The aesthetic psychology of the audience is evaluated by 0-10 points. The higher the score, the more satisfied the