

between economy and arts and crafts, arts and crafts in colleges and universities directly affect the development and stability of society. Arts and crafts education covers a wide range, including button design, trademark, aircraft, city, etc.

Objective: This paper analyzes the impact of art education courses in colleges and universities on students' cognitive impairment, in order to improve students' cognitive impairment.

Subjects and methods: Select 100 students with different degrees of cognitive impairment as the research object, and analyze the impact of college art education courses on students' cognitive impairment through the expectation maximization algorithm. The evaluation results are expressed by the improvement rate and can be divided into five grades: obvious improvement, better improvement, improvement, little improvement and no improvement. The corresponding scores of the five grades are 0-20, 21-40, 41-60, 61-80 and 81-100. The improvement degree is the ratio of the number of people with obvious improvement, better improvement and improvement to the total number of people. College art education courses include normal art education courses, art academy art courses and design application art courses. The evaluation of students' cognitive impairment includes three aspects: memory ability, memory ability and orientation. In order to ensure the accuracy and reliability of the research results, the average score of all researchers was used as the final result.

Methods: This study analyzes the impact of art education courses in different colleges and universities on students' cognitive impairment through Excel data analysis software.

Results: The impact of college art education courses on students' cognitive impairment is shown in Table 1. It can be seen from Table 1 that the art courses of the academy of fine arts have a high degree of improvement on students' memory ability, memory ability and orientation, with values of 90%, 95% and 95% respectively. The improvement rate of college art education courses shows that three different college art education courses have a certain improvement effect on students' cognitive impairment.

Table 1. The influence of college art education curriculum on students' cognitive impairment

Curriculum	Memory ability	Recall ability	Directional force
Normal art education	85	90	85
Art courses of art academy	90	95	95
Design application art course	85	85	85

Conclusions: The college art education courses designed by the Institute have a high degree of improvement on students' cognitive impairment. Three types of college art education courses can be applied to alleviate other students' cognitive impairment.

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THE INFLUENCE OF MAKER MOVEMENT AND THE RISE OF MAKER CLASS ON ENTREPRENEURS' ECONOMIC PSYCHOLOGICAL BEHAVIOR IN THE ERA OF GREAT CHANGE

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Background: Entrepreneurs' economic behavior is determined by psychology. The influencing factors of entrepreneurs' economic psychological behavior are mainly the following four points: regret psychology, speculation psychology, investment confidence and conformity psychology. Regret refers to the fact that people usually feel very painful after making a wrong decision. Therefore, entrepreneurs are likely to accelerate the sale of stocks that are already increasing in value, but delay the sale of stocks that are decreasing in value. Regret psychology makes entrepreneurs feel remorse and regret. On the one hand, they are very afraid of stock trading, on the other hand, they are also worried about stocks that have lost money, so as to prevent greater economic losses. Investment confidence is an important factor affecting entrepreneurs' behavior. Speculative psychology is a very common psychological phenomenon. It will lead to sharp rise and fall in the market and stimulate the potential of the market. This phenomenon is very prominent among small and medium-sized entrepreneurs. They usually adopt the form of high selling and

low income. Institutional entrepreneurs have stronger financial theory, but they are likely to make speculation under the guidance of interests. Most of these speculations are short-term speculation, which itself cannot change the trend of market development. Conformity psychology refers to the psychological activity that people change their choices and choose the same decision as most people. This kind of behavior can avoid the conflict between themselves and groups, and then enhance their sense of security. In the case of bad market form, herding will appear, which will further reduce the trading volume and popularity of the market.

With the increasing prosperity of the national economy and the continuous development and maturity of Internet technology, China's economy ushered in an era of great change in the decade of the 21st century. At this stage, a large number of makers emerged rapidly. While improving their material living standards, they also made great contributions to the national economy. After the industrial transformation brought about by the integration of new energy and the Internet, the Internet will be combined with the manufacturing industry to trigger a manufacturing revolution. The digital transformation of product manufacturing not only optimizes the existing manufacturing industry, but also extends manufacturing to a wider range of production groups, including not only existing manufacturers, but also ordinary people who are becoming entrepreneurs. In the era of great change, the maker movement and the rapid rise of entrepreneurial class are of great significance, which is mainly reflected in promoting the rapid growth of national economy and affecting the psychology of entrepreneurs. However, at present, there is still great controversy about how this phenomenon affects the psychology of entrepreneurs.

Objective: This paper analyzes the impact of maker movement and the rise of maker class on entrepreneurs' economic psychological behavior in the era of great change, in order to provide some scientific guidance for entrepreneurs' economic psychological behavior.

Subjects and methods: 200 entrepreneurs from five regions are selected as the research object, and the drosophila optimization algorithm is used to analyze the impact of maker movement and the rise of maker class on entrepreneurs' economic psychological behavior in the era of great change. Set entrepreneurs' economic psychology, including regret psychology, speculation psychology, investment confidence and conformity psychology. Each aspect is set with four levels of 0-1. The higher the value, the higher the correlation degree. In order to ensure the reliability of the results, the average value of the evaluation results of all research objects is taken as the final result.

Methods: Through Pearson product moment correlation coefficient, this paper analyzes the correlation between maker movement and the rise of maker class on entrepreneurs' economic psychological behavior in the era of great change. When $P < 0.05$, the difference has significant statistical difference, and $P < 0.01$, the difference has very significant statistical difference. The value range of correlation coefficient is set as follows, 0.8-1.0 refers to very strong correlation, 0.6-0.8 refers to strong correlation, 0.4-0.6 indicates medium intensity correlation, 0.2-0.4 indicates weak correlation, 0.0-0.2 indicates very weak correlation and uncorrelation.

Results: Table 1 refers to the correlation between the maker movement and the rise of the maker class on the economic psychological behavior of entrepreneurs in the era of great change. It can be seen from Table 1 that the correlation coefficients between the maker movement and the rise of the maker class in the era of great change on regret psychology, speculation psychology, investment confidence and conformity psychology are -0.563, -0.586, 0.656 and -0.425 respectively. This shows that the rise of maker movement and maker class in the era of great change is negatively related to regret, speculation, investment confidence and conformity. It is positively correlated with investment confidence.

Table 1. The correlation between maker movement and the rise of maker class on entrepreneurs' economic psychological behavior in the era of great change

Psychology	Relevance	Significance
Regret psychology	-0.563	<0.05
Speculative psychology	-0.586	<0.01
Investment confidence	0.656	<0.05
Group psychology	-0.425	<0.01

Conclusions: In the era of great change, maker movement and the rise of maker class are negatively correlated with regret psychology, speculation psychology and conformity psychology. It is positively correlated with investment confidence. In the process of developing entrepreneurial projects, makers should pay attention to regret psychology, speculation psychology, investment confidence and conformity psychology to prevent entrepreneurial failure due to psychological factors.

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RESEARCH ON ON-THE-SPOT PSYCHOLOGICAL ANXIETY AND COPING STRATEGIES IN PIANO PERFORMANCE FROM THE PERSPECTIVE OF PSYCHOLOGY

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Background: Psychological theory points out that physiological reaction will produce psychological reaction, and psychological reaction is caused by physiological reaction in a great probability. The causes of clinical anxiety of piano players can be attributed to the following three points: subjective factors, objective factors, and the relationship between subjective factors and objective factors. Performers are prone to psychological obstacles in the process of performance, mainly because they have not experienced the purposeful training of performing on stage and practicing off stage. When the player is facing the stage, the compound field information stimulation will lead to the player's psychological anxiety, which will lead to psychological anxiety. The subjective factors of the player's anxiety are mainly three points: the player's own motivation is too strong, the player's personality is different, and the player's own psychological quality. Apart from subjective factors, there are three main objective factors causing anxiety, namely, the player's consumption of concentration and attention in advance, the factors of playing music and the influence of external environment. But the player's anxiety is usually not a single subjective or objective factor. Generally, it is caused by subjective and objective factors. Although the two are not necessarily related to a certain extent, they will act on the player's state during the performer's performance.

The research on the response mechanism of piano performance is mainly reflected in the following aspects: the psychological response, physiological response, physiological response, psychological response and the interaction of stressors. When selecting performance tracks, players can choose the tracks they can control according to their proficiency. Due to the great difference between daily training and performance, players need to avoid the training of more difficult tracks in the training process and try to take more time for effective training. At the same time, when selecting tracks, it is necessary to avoid tracks that are not suitable for public performance. We also need to be careful when targeting different audiences, and the selected tracks should not be too profound and intense. The objective factors causing on-the-spot anxiety mainly include three aspects: the players spent too much concentration and attention in advance, the reasons for playing music, and the influence of the external environment. In order to pursue the performance effect, there may be a big gap between the repertoire selected by the performer and their own real level, which makes it difficult for the performer to maintain a relaxed psychological state in the performance. To solve these problems, the coping strategies of clinical anxiety in piano performance are as follows: select reasonable repertoire, improve the understanding ability of music score, build psychology and cultivate concentration, step-by-step scientific training and strengthen music score memory.

Objective: This paper analyzes the alleviating effect of on-the-spot psychological anxiety and coping strategies on players' anxiety in piano performance from the perspective of psychology, in order to alleviate the phenomenon of players' on-the-spot anxiety and provide theoretical guidance and suggestions for players' performance ability.

Subjects and methods: 500 piano players from five regions were selected as the research objects. According to the digital random grouping method, they were divided into control group and experimental group. The control group adopted the conventional on-the-spot anxiety mitigation strategy. On this basis, the experimental group intervened with on-the-spot psychological anxiety and coping strategies in piano performance from the perspective of psychology. The experimental cycle lasted for 6 months, and all research objects participated in the whole experimental process. Sarason Test Anxiety Scale (TAS) was used to analyze the anxiety of players in on-the-spot performance. The research uses particle swarm optimization algorithm to classify the anxiety level of players, and sets the level as no anxiety, mild anxiety and severe anxiety. The anxiety rate is the ratio of the number of people with severe anxiety and mild anxiety to the total number of people. In order to ensure the accuracy of the results, the data results obtained in the study were reviewed by the same psychological expert, and the final results were the average value of each group of subjects.

Methods: Through the new statistical analysis software PEMs, this paper analyzes the mitigation effect of on-the-spot psychological anxiety and coping strategies on the players' on-the-spot anxiety in piano performance from the perspective of psychology.

Results: Table 1 refers to the on-the-spot anxiety of piano players in the experimental group during the experiment. Under the intervention of on-the-spot psychological anxiety and coping strategies in piano