

average of 78.2 points. The survey results show that the application of consumer psychology can indeed find some methods and countermeasures that help to enhance consumers' desire to buy products of the agricultural and animal husbandry industry complex.

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RESEARCH ON INTERVENTION STRATEGY OF PUBLIC FEAR AFTER PUBLIC HEALTH EMERGENCIES BASED ON POSITIVE PSYCHOLOGY

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Background: Positive psychology adopts scientific principles and methods to study happiness, and advocates the positive orientation of psychology to study human positive psychological quality and pay attention to human health, happiness and harmonious development. It can be seen that positive psychology is a new science that studies the psychological state and psychological change law of human beings under various environments and conditions from a positive perspective. From the perspective of research methods, positive psychology absorbs most of the research methods and research means of traditional mainstream psychology, such as scale method, questionnaire method, interview method and experimental method, and organically combines these research methods and research means with humanistic phenomenological method and empirical analysis method. At the same time, positive psychology takes a more inclusive attitude. It focuses on empirical research methods and does not reject non empirical research methods, which is also its superior to humanistic psychology. That is to say, positive psychology inherits the reasonable core of humanistic and scientific psychology, and corrects and makes up for some shortcomings of psychology. Positive psychology is not based on the pessimistic view of human nature, but attaches importance to the positive aspects of human nature. Due to these characteristics, this discipline is widely used in the fields of public management, psychotherapy and so on. Because public health emergencies are sudden and dangerous, it is easy for the public to have varying degrees of fear, and this fear is easier to spread quickly through language and other means, which has a huge negative impact on the stability and security of the economy. Therefore, this study attempts to apply the theory and method of positive psychology to design some strategies that help to control the public's fear after the outbreak of public health emergencies, to assist in managing the public's bad emotions and maintaining social order and stability after the outbreak of public health emergencies.

Subjects and methods: The main research methods used in this study are Delphi method and interview method. The following describes the research process in detail. Firstly, scholars and professors in the field of public health and positive psychology who are representative and have a say in academic and authoritative aspects are selected from China, and they are required to participate in this research. From the perspective of positive psychology, they are required to design several countermeasures that help to manage public fear after public health emergencies, and evaluate the effectiveness of each object. The effectiveness is evaluated according to four items: slightly effective, generally effective, good effect and significant effect, and numbers of 1, 2, 3 and 4 are given respectively to quantify each effectiveness level, so as to further improve the effectiveness of statistical results. After the consultation, an interview will be conducted with each respondent. The content of the interview is their analysis of the principles of various measures to control and weaken public fear. In addition, all the statistical and metrological indicators in the study are described in the form of mean \pm standard deviation. If the difference significance test is required, select *t*-test, and the difference significance level is set to 0.05

Results: After the consultation and interview steps are completed, enter the data into the personal computer, and use SPSS23.0 software to make statistics.

It is found from Table 1 that experts believe that, from the perspective of positive psychology, after a public health emergency, the three methods of "the purpose of public prevention and control measures", "public media guiding public opinion" and "investigating the legal responsibility for false negative reports" can play a role in clearly knowing the public's fear, The effectiveness scores were 3.24 ± 0.32 , 3.51 ± 0.36

and 3.35 ± 0.27 respectively, which reached the effectiveness level of “good effect” as a whole.

Table 1. Effectiveness scores of various measures on controlling public fear

No	Countermeasures	Effectiveness score	Explain
01	Purpose of open prevention and control measures	3.24 ± 0.32	Need to report as soon as possible
02	Public media guide public opinion	3.51 ± 0.36	Carried out in the form of traditional media combined with new media
03	Investigate legal responsibility for false negative reports	3.35 ± 0.27	The media is also required to publish the legal treatment results

Conclusions: After the outbreak of COVID-19, China has paid more attention to public health emergencies, because public health emergencies can easily lead to negative psychology such as fear and anxiety, thus increasing unnecessary social governance costs and reducing the level of social security. This study attempts to design coping strategies based on positive psychological knowledge. The main research method is Delphi method. The consultation results show that from the perspective of positive psychology, the experts believe that the three methods of “the purpose of public prevention and control measures”, “public media guiding public opinion” and “investigating the legal responsibility for false negative reports” can play an obvious role in understanding the public’s fear after public health emergencies, and their effectiveness scores are 3.24 ± 0.32 , 3.51 ± 0.36 and 3.35 ± 0.27 respectively, because after the outbreak of public health events, The public’s ability of rational judgment has declined, and their psychology is more easily induced by various information. At this time, they should publish the correct information and prevent the spread of rumors and false information. The results show that the application of positive psychology can help to find some countermeasures to control the public fear after public health emergencies.

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THE INFLUENCE OF HIGHER EDUCATION SYSTEM REFORM UNDER THE LIFELONG EDUCATION SYSTEM ON STUDENTS’ LEARNING COGNITIVE PSYCHOLOGY

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Background: Cognitive psychology is a branch of psychology that aims to analyze the processing of information collected by human senses in the brain and the formation of subsequent thinking. The research object of cognitive psychology is mainly the advanced functions of the human brain, such as memory, language, perception, attention, etc. However, different from the traditional psychological theory, the research scope of cognitive psychology includes not only the psychological processes that can be observed, but also the thinking processes that cannot be directly observed, such as the human brain’s analysis of the observed information, information storage and extraction, etc. Moreover, cognitive psychology pays more attention to the underlying psychological causes of human behavior, but the process from psychological state to behavior cannot be directly observed. Therefore, psychologists can only speculate and verify this process through the information received by the observed object and the generated behavior. It is for this reason that the research process of cognitive psychology often needs to add various social experiments to provide data support for speculation, The common experimental methods of cognitive psychology include interview, questionnaire, Delphi, analytic hierarchy process and so on. At present, the speed of human science and technology and economic development is at a high level in history, which has led to significant changes in the cognitive psychology of individuals working and living in social organizations. More and more people begin to have the demand for lifelong education. This is a new challenge to the higher education system. If we cannot reasonably deal with the needs of higher education and lifelong education, it will have a variety of negative effects on students’ learning and cognitive psychology.

Subjects and methods: To explore the impact of integrating lifelong education into higher education system and teaching plan on students’ learning cognitive psychology. After searching a large number of literatures in the fields of cognitive psychology, educational psychology and lifelong education, the research team designed a set of scales to understand the extent to which the subjects’ multiple learning cognitive