

the regional cultural element cultural and creative products adopt the framework strategy of “foreign regional cultural elements-mother country regional cultural elements”, consumers will produce foreign regional cultures. The elements have changed the perception of the regional cultural elements of the home country, resulting in consumers’ design of cultural and creative products being significantly lower than the framework strategy of adopting “the regional cultural elements of the home country-foreign regional cultural elements”, in which the intrusion of the perceived regional cultural elements plays a completely intermediary role. effect. More importantly, the in-depth revealing of the above-mentioned different regional cultural element framework effects only exists when the difference in the focus of consumers is initiated and the company adopts the attribute interpretation strategy, and when the initiation is the similarity of consumers This effect will disappear when the company adopts relational interpretation strategies and sexual focus. This research not only deeply analyzes the internal mechanism that triggers consumers’ repulsive reactions to the phenomenon of regional cultural elements, but also expands the universality of previous research conclusions. It also provides useful information for the marketing and promotion of cultural and creative products with regional cultural elements. Practical enlightenment.

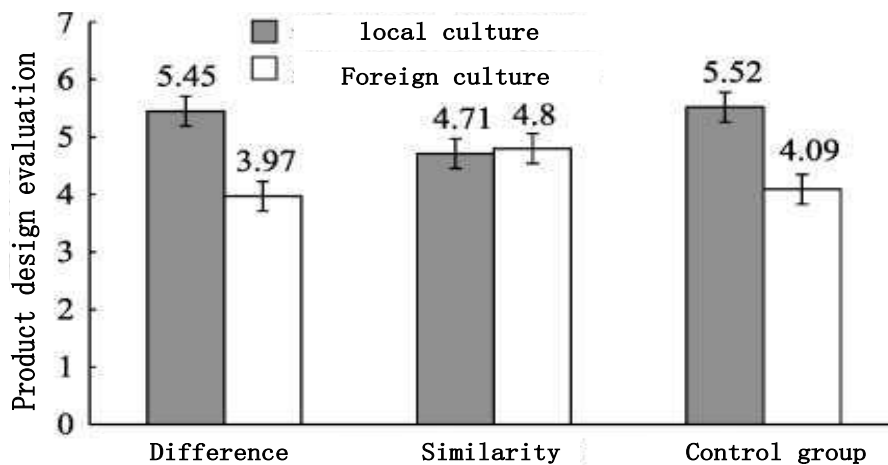


Figure 1. Product design evaluation under the different elements.

Acknowledgement: The research is supported by: 2021 program for improving the basic scientific research ability of young and middle-aged teachers in Guangxi colleges and universities: Research on the development of cultural and tourism products in Gulf of Tonkin in the new era, Project Code: 2021KY1838.

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INTELLECTUAL PROPERTY PROTECTION STRATEGIES FROM THE PERSPECTIVE OF COGNITIVE PSYCHOLOGY

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Background: With the increasing emphasis on intellectual property issues from the perspective of cognitive psychology, psychoanalysis rooms have been established in various places to carry out various forms of cognitive psychology education activities, which promoted the improvement of students’ psychological quality and achieved good results. However, some problems appeared in the process: the privacy of the holder was leaked, and the results of psychological analysis were abused. How to protect the owner’s property rights is a problem that needs to be solved urgently in front of every intellectual property protection agent from the perspective of cognitive psychology. This article discusses the protection strategy of intellectual property from the perspective of cognitive psychology, hoping to provide a reference for the protection of intellectual property from the perspective of Chinese cognitive psychology.

To carry out intellectual property analysis from the perspective of cognitive psychology, the agent must fully understand which property rights the intellectual property has, and should explain these property rights to the intellectual property (including their families). At the same time, the agent must also be familiar with the protection strategy of intellectual property rights.

Legally speaking, “consent” means a wise and voluntary acceptance decision made on the basis of having sufficient sources of information. Therefore, if you want to conduct a psychological analysis or adjustment of intellectual property rights, the agent must make a request to the intellectual property rights regarding the process of psychological analysis or adjustment, the benefits and risks generated, the autonomy of the holder, and the limitations of the analysis or adjustment. A truthful, accurate, and fully understandable explanation will allow them to make a decision whether or not to accept psychological analysis or adjustment.

In terms of whether intellectual property rights have the ability to “consent” to accept psychological analysis or adjustments, there are large differences in the statutory requirements between cities, but each city basically recognizes that those intellectual property rights that do not meet the legal requirements are generally determined by property rights. The owner or legal holder makes a decision for him. If the government believes that the property owner or legal holder has failed to reflect their best interests, the government has the right to make decisions that are contrary to the wishes of the property owner or legal holder. Decide. In addition, the law also provides for exceptions that do not require the holder’s opinion and the intellectual property rights themselves choose whether to “consent” to accept psychological analysis or adjustment, such as psychological analysis or adjustment required by the court, or under special circumstances.

In order to protect the property rights of intellectual property rights, the agent needs to sign a written agreement with him before starting the psychological analysis or adjustment of the intellectual property rights. If the intellectual property rights have not yet met the legal requirements, the agent must also obtain the written consent of the property owner or other legal holders.

Subjects and methods: In this experiment, by arranging property rights protection tasks of different difficulty, consuming cognitive resources of subjects, and testing the effects of experimental manipulation through side protection tasks, this experiment explores the influence of cognitive psychology on policy protection strategies. Randomly recruited 77 full-time college students, including 41 boys and 36 girls, with an average age of 20.76 ± 1.48 years old. All subjects were right-handed, their vision strategies or corrective vision strategies were normal, and they had never participated in similar experiments before. Give a generous gift after the experiment to express gratitude.

Study design: The experimental design is a single-factor inter-subject design, and the independent variable is the cognitive psychology level group, which is divided into a high protection level group and a low protection level group. The inconsistent trials completed by the subjects of the high protection level group accounted for 10% of the total trials, while the inconsistent trials completed by the subjects of the low protection level group accounted for 70% of the total trials. The dependent variable indicators are the total score of the policy protection strategy test and the scores of the three sub-dimensions of notarization, standardization and confidentiality. After the completion of the property rights protection task, the subjects were required to immediately evaluate the professional level of the agent, which increased from 0 to 100, and then the subjects completed the side protection task again after 1 minute rest. Finally, two groups of subjects completed the policy protection strategy test.

Methods of statistical analysis: Use SPSS 17.0 for statistical analysis. Delete data other than the error response, and delete data accounted for 2.21% of the total data.

Results: The evaluation results of the professional degree of the subjects in the high and low protection level groups. The subjective evaluation scores of the subjects in the high and low protection level groups were subjected to independent sample t-test, and the results showed high protection ($M = 63.68$, $SD = 20.72$) and low protection The level group subjects ($M = 63.59$, $SD = 24.33$) had no significant difference in professional degree after completing the task of property rights protection, ($F(1,75) = 0.02$, $P > 0.05$), indicating that there was no significant difference in the professional degree of the two groups of subjects.

2 (time: pre-test, post-test) χ^2 (consistency: consistent, inconsistent) χ^2 (protection level group: high protection level group, low protection level group) Repeated measurement analysis of variance to analyze the changes before and after the protection of property rights under different conflicting conditions. Since the accuracy rate under each condition exceeds 98.00%, the accuracy rate is no longer analyzed. The statistical results are shown in Figure 1.

It was found that the main effect of consistency was significant, $F(1,75) = 14.02$, $P < 0.001$, and the response time of consistent trials was significantly less than that of inconsistent trials, indicating that the subjects had obvious side protection interference effects; time The main effect of $F(1,75) = 12.45$, $P < 0.01$, $\eta^2 = 0.14$, the reaction time of the post-test is significantly greater than that of the pre-test; the main effect of the protection level group is not significant, $F(1,75) = 0.22$, $P > 0.05$; the interaction between time and protection level group is significant, $F(1,75) = 8.26$, $P < 0.01$, simple effect analysis found that the high protection level group has no difference in response time before and after the test. Significantly; the post-test response time of the subjects in the low-protection level group was significantly greater than that of the pre-test, indicating that the decrease in cognitive psychology level led to the slower response of the subjects; the interaction between the consistency and the protection level group Not significant, $F(1,75) =$

0.12, $P > 0.05$; The interaction between time and consistency is not significant, $F(1,75) = 0.19$, $P > 0.05$; Time consistency and protection level group of three. The interaction is not significant, $F(1,75) = 1.61$, $P > 0.05$.

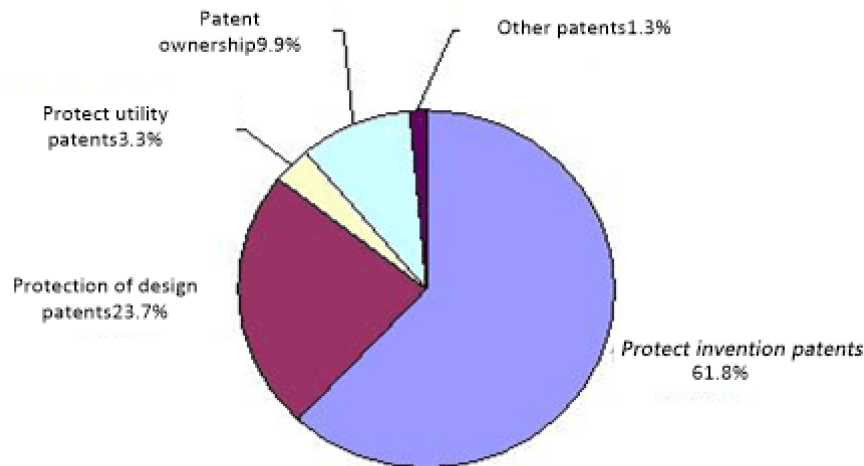


Figure 1. Mean and standard deviation of subject-side protection task responses in groups with high and low protection levels.

Conclusions: Research through experiments to examine the impact of different levels of protection on policy protection strategies and cultural protection strategies in intellectual property protection. By arranging property rights protection tasks of different difficulty (inconsistent trials accounted for 7 or 10%) to consume the cognitive resources of the subjects, to achieve the protection level of the manipulated subjects, and to evaluate the changes in the protection level of the subjects by the pre- and post-test of the side protection tasks According to the situation, the policy protection strategy and cultural protection strategy in the intellectual property protection of the subjects were measured by the policy protection strategy test and the pasted patent task. The results found that in the policy protection strategy test, the notarization and standard scores of the subjects in the high protection level group were significantly higher than those in the low protection level group; in the task of pasting patents, the protection, infringement degree, The overall impression score and total score were significantly higher than the high protection level group. It shows that a high level of cognitive psychology is conducive to policy protection strategies, and a low level of cognitive psychology is conducive to cultural protection strategies. Cognitive psychology has a separation effect on the influence of policy protection strategies and cultural protection strategies in intellectual property protection.

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THE TEACHING PRACTICE OF CHILDREN'S DANCE FROM THE PERSPECTIVE OF BEHAVIORAL PSYCHOLOGY

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Background: In view of the shortcomings of the lecture-style teaching model, the special subject attributes of behavioral psychology, and the insufficiency of behavioral psychology teaching methods, the positioning of behavioral psychology teaching reform should be found under the premise of further optimizing classroom teaching. A variety of resources inside and outside the school, combined with a variety of methods and means, actively mobilize the subjective role of teachers and students, which can not only give full play to the advantages of the classroom teaching system in imparting theoretical knowledge, but also give full