

on patients with cognitive impairment still has some shortcomings, such as single research means, small sample size, short follow-up time, and lack of strict unified-diagnostic and exclusion criteria in actual clinical operation. Therefore, in the future, we should carry out longer follow-up research on larger samples and combine a variety of neuroimaging or neuroimaging with apoE4 gene protein and a in CSF B- 42. Neuropsychological tests.

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## ON THE ROLE OF ADVERTISING DESIGN IN IMPROVING PEOPLE’S COGNITIVE IMPAIRMENT

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**Background:** Cognition is a process in which the human brain receives external information, processes it and converts it into internal psychological activities, so as to obtain knowledge or apply knowledge. It includes memory, language, visual space, execution, calculation, understanding and judgment. Cognitive impairment refers to the impairment of one or more of the above cognitive functions and affects the individual’s daily or social ability, which can be diagnosed as dementia. Cognitive impairment mainly includes: (1) Perceptual impairment, such as sensory allergy, sensory retardation, internal discomfort, sensory deterioration, sensory deprivation, pathological illusion, hallucination and perceptual comprehensive disorder. (2) Memory impairment, such as strong memory, memory defect and memory error. (3) Thinking obstacles, such as abstract generalization process obstacles, association process obstacles, thinking logic obstacles, delusions, etc. The causes of the above cognitive impairment are various, most of which are caused by mental diseases, except for organic diseases. Such as neurasthenia, hysteria, hypochondriasis, climacteric syndrome, depression, obsessive-compulsive disorder, senile dementia, schizophrenia, reactive psychosis, paranoid psychosis, mania, manic depression, etc. Cognitive psychology research shows that dynamic pictures can attract more attention than static pictures. Experiments show that if a dynamic picture and a static picture are arranged in the two pictures, the result is that most people will first pay attention to the dynamic picture. The main reason is that the dynamic picture can give people a realistic visual feeling, easily attract the attention of the audience, and make the viewer interested at the moment of seeing the picture. Therefore, by using different advertising design concepts and watching advertising content, this paper discusses the improvement effect of advertising design on people with cognitive impairment.

**Objective:** “Vision is a kind of active exploration. It is highly selective. It not only selects the things that can attract it, but also makes a choice for any kind of things it sees.” according to the research and test of Gestalt psychology, people’s vision is unbalanced in the field of vision. Consumers are the object of advertising. In order to succeed in an advertisement, excellent creativity and technology are important. The psychological laws and behavior characteristics of consumers cannot be ignored. They meet the psychological needs of consumers, and then use various technologies to improve their attention and effectively promote the “memory” and “association” of the audience Therefore, this study carries out certain visual intervention on people with cognitive impairment, and discusses the improvement effect of visual impact in advertising design on people with cognitive impairment.

**Subjects and methods:** 80 people with cognitive impairment, aged 35-65 years, including 43 males and 37 females, were selected. Diagnostic criteria: the diagnostic criteria of American Psychiatric Association MCI (DSM-IV): a. subjective perception of memory loss. b. Decline of life and social function. c. Objective examination showed evidence of mild cognitive impairment, such as MMSE score, illiteracy 18-21, primary school education 21-24, middle school education 25-27, and GDS score 2-3. d. Excluding cognitive impairment caused by specific causes. e. The course of disease was more than 3 months. f. It does not meet the diagnostic criteria of dementia. Exclusion criteria: (1) It does not meet the diagnostic criteria of MCI. (2) Severe heart, liver and kidney dysfunction, severe infection and severe diabetes. (3) Severe visual or hearing impairment. (4) Previous history of mental illness. (5) Incomplete clinical data. A total of 80 patients met the above criteria. The patients were randomly divided into intervention group and control group.

There were 40 patients in intervention group and 40 patients in control group. In the intervention group, explain the visual impact of advertising design to patients with cognitive impairment, and then divide the patients into groups of 4-6 people in each group. Let the patients participate in advertising design in the form of groups, allowing patients with cognitive impairment to play freely and design advertising pictures and colors freely. At the same time, it was supplemented with the same psychological intervention as the control group. The control group only received psychological intervention. The intervention time was 3 months. The degree of cognitive impairment was tested before and after the intervention, and the data were statistically analyzed by SPSS 15.0 software.

**Results:** The degree of cognitive impairment of the two groups was tested, and the results are shown in Table 1.

**Table 1.** Comparison of cognitive impairment degree / number of people in the two groups before and after intervention

Group	Before and after the experiment	Nothing	Light	Moderate	Severe
Intervention group	Before the experiment	0	9	25	6
	After the experiment	19	16	5	0
Control group	Before the experiment	0	12	24	4
	After the experiment	5	15	17	3

It can be seen from Table 1 that after the intervention of the advertising design process, the degree of cognitive impairment in the intervention group has been significantly alleviated, while the control group has a certain remission, but the effect is not obvious.

**Conclusions:** Psychology is a science that studies the laws of human behavior and psychological activities. Psychology should study human behavior, psychology and the activity law of psychology and behavior. Psychological activities are produced in behavior and expressed in behavior. The problems discussed in psychology have gradually penetrated into all fields of social life. The combination of design and psychological research is particularly important today. Therefore, considering the psychological role of advertising design can not only promote the marketing of advertising products, but also improve people's cognitive impairment to a certain extent.

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## EFFECT OF COMMUNITY ELDERLY CARE SERVICE MODEL ON ELDERLY PATIENTS WITH ANXIETY DISORDER

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**Background:** Under the situation of accelerating population aging, on the one hand, the transformation of social roles, the reduction of social activities, the decline of physical function and the weakening of anti-disease ability of the elderly make them start to reassess their own value, produce psychological problems such as inferiority complex, loneliness, loss, depression and paranoia, and further induce and accelerate the reduction of their action ability Deterioration of physical health. On the other hand, with the change of social structure and the weakening of family function, the elderly care services provided solely by children and relatives are becoming more and more difficult to meet the physiological and spiritual needs of the elderly. Under the family structure of fewer children, the intergenerational support of children to parents may also increase the psychological burden of the elderly on their children's work. In the socialized elderly care service system, community, as an important support for the elderly to enjoy socialized elderly care services, connects and even integrates a variety of elderly care services. Under the current realistic conditions that the family pension function is weakened and the elderly turn to social help, the supply of community pension services may become an effective way to improve the mental health level of the elderly, delay the decline of the elderly's self-care ability and improve the efficiency of socialized pension services. Therefore, it is of great significance to explore the effectiveness of "community-based" elderly care services