

attachment, childhood abuse experience and personality disorder. In order to provide an objective basis for the detection of early symptoms of personality disorder.

Methods: The relevant data were calculated and counted by Excel software and SPSS 20.0 software.

Results: After the survey of personality diagnosis questionnaire, the positive detection rate of personality disorder was 5.0%. There were 80 students with personality disorder, which were defined as the positive group. Compare the upbringing styles of students in the positive group with those of normal students. The results are shown in Table 1. The scores of the positive group were significantly lower than those in the normal group ($P < 0.05$). The scores of fathers and mother control factors were significantly lower than those in the normal group ($P < 0.05$).

Table 1. Comparison of parental rearing styles between positive group and normal group

Factor	Normal group	Positive group	<i>t</i>	<i>P</i>
Mother care	25.26±4.06	22.31±5.82	3.597	0.000
Mothers encourage autonomy	11.41±3.11	10.19±4.05	2.063	0.041
Maternal control	4.40±2.80	6.61±3.61	-4.174	0.000
Father care	21.87±5.22	18.10±5.61	4.260	0.000
Father encourages autonomy	11.93±3.56	10.38±3.96	2.517	0.013
Father control	3.17±2.46	4.78±2.72	-3.808	0.000

Conclusions: Children’s lack of parental warmth and care will lead to the formation of narcissism. At the same time, parents’ appreciation or positive emotions for children are too few, which will cause children to resist this sense of priceless value by establishing an inflated and exaggerated self-concept, resulting in the formation of narcissistic personality. Children growing up in unsafe attachment environment will set unreasonable personal high standards and produce maladaptive perfectionism. Perfectionism can significantly and positively predict depressive personality disorder. Therefore, the more unsafe the early attachment relationship with their parents, the more likely they are to suffer from depressive personality disorder. Poor parental rearing patterns, childhood abuse and unsafe attachment are closely related to the symptoms of depressive personality disorder.

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RESEARCH ON THE IMPACT OF NEW MEDIA HEALTH COMMUNICATION STRATEGY ON PUBLIC COGNITIVE IMPAIRMENT

Wei Song^{1,2}

¹*Department of Chinese and Media, Bozhou University, Bozhou 236800, China*

²*Media Department, Sookmyung Women’s University, Seoul 04310, Korea*

Background: With the outbreak of epidemic in 2020, the timely dissemination and updating of information has become an urgent demand of the masses. In this context, new media health communication is particularly important. Analyzing the relationship between new media health communication strategy and public cognition level has positive practical significance to solve the communication problem of public emergencies. At present, there are four main obstacles to the public’s understanding of health. First, although the people have taken corresponding protective measures during the epidemic, there are still some misunderstandings in health knowledge, resulting in inadequate personal health protection. Secondly, when the public frequently receives a large number of epidemic information, they will receive some information that has not been clinically confirmed, which will lead to the distortion of some epidemic information when the public secondary disseminates the epidemic information. Thirdly, the overall popularity of epidemic information is not enough. Unlike the youth groups who pay more attention to epidemic information, the middle-aged and elderly groups do not have a deep understanding of the seriousness and prevention and control of the epidemic. Finally, although the new media communication forms are diverse and rich in content, the quality of the content is not strictly controlled, and the quality of the communication content is uneven, resulting in the reduction of the public’s trust in the received information. Therefore, the elimination of public cognitive impairment is very important for the public to correctly receive sudden public information.

New media health communication usually includes four categories: popularization of health and epidemic prevention knowledge, notification of sudden epidemic situation, notification of disease control measures to deal with epidemic situation and notification of epidemic prevention and control effect. At

present, new media health communication has adopted different ways to disseminate information in new media centers, urban communities, township communities and relevant government departments. In the new media center, the information content sent out is a combination of pictures, words, videos and other ways. The information is rich and the content is short, which is suitable for the public to read in fragment time. Meanwhile, tiktok is actively building various communication platforms, such as official account, WeChat public address and news APP. In urban communities, the main media of new media health communication is WeChat. WeChat group is used to push relevant epidemic prevention policies and health and epidemic prevention knowledge, and telephone and SMS are used for publicity. In addition, some communities have also adopted offline methods such as sending leaflets for publicity. In township areas, the dissemination of health knowledge mainly depends on organizations, using radio, bulletin boards and township and village committees. In the relevant government departments, the adoption of WeChat official account and official micro-blog to publish epidemic prevention policy and epidemic prevention information is the main way of spreading. By studying the impact of new media health communication strategies on public cognitive impairment, it is of great significance to improve public cognitive level and maintain social stability.

To explore the impact of new media health communication strategy on public cognitive impairment, improve and optimize the new media health communication strategy, eliminate the public cognitive impairment to a certain extent, and have positive significance for the timely and correct dissemination of public emergency information and the development of social stability.

Research objects and methods: 2600 social citizens were selected in each community and conducted a questionnaire survey. Of the 1200 citizens, 1480 are women and 1120 are men, aged between 16 and 65. Based on the current new media health communication strategies and improved communication strategies, a questionnaire was developed to investigate the public's cognitive level under the two new media health communication strategies. In the questionnaire, there are 25 items related to each new media health communication strategy. The score of each item is 0 - 4, and the full score is 100. The higher the score, the higher the public's cognitive level.

Research design: A questionnaire was distributed to 2600 people. The filling time of the questionnaire should not exceed 30 minutes, otherwise it will be regarded as invalid. After collecting the questionnaire, the public's cognitive level is evaluated according to the public's scores under the two new media communication strategies.

Methods: The data of the questionnaire were analyzed and processed by SPSS 23.0 and Excel.

Results: By analyzing the relevant data of the questionnaire, it is found that the public's score under the improved new media health communication strategy is higher than that under the traditional new media health communication strategy ($P < 0.05$), indicating that the public's cognitive level has been improved under the improved new media health communication, and the public's cognitive barriers have been eliminated to a certain extent. The results are shown in Figure 1.

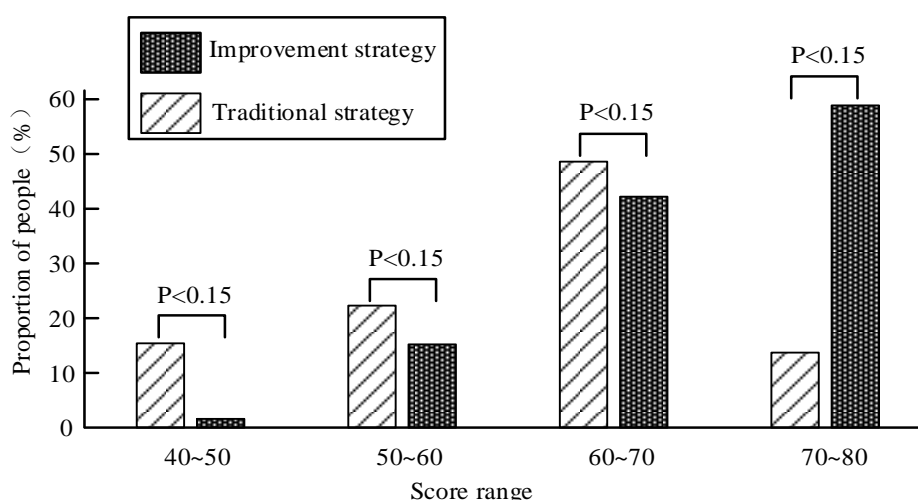


Figure1. Evaluation of public cognition level

Conclusions: According to the current cognitive barriers of the public, the research puts forward improved new media health communication strategies, so as to improve the public's cognitive level of health emergencies. The results of the questionnaire survey found that the public scored higher under the improved new media health communication strategy, indicating that the improved new media health communication strategy can improve the public's cognitive level, eliminate the public's cognitive obstacles

to a certain extent, and maintain the public's health and social stability under the current epidemic background.

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CONSTRUCTION OF COLLABORATIVE DEVELOPMENT MECHANISM OF LOGISTICS AND MARKETING MANAGEMENT UNDER THE BACKGROUND OF INTERNET PLUS COGNITIVE IMPAIRMENT

Yong Lu

Institute of Innovation & Entrepreneurship, Nanjing Vocational College of Information Technology, Nanjing 210023, China

Background: Nowadays, promoting the coordinated development of logistics and marketing management is a common problem faced by enterprises in the "Internet +" era. In the context of "Internet +", the coordinated development of logistics and marketing management refers to the formation of a functional system of logistics and marketing management within the enterprise, in which all organizational parts coordinate with each other, share resources, and finally make decisions together. On the one hand, only after being familiar with the enterprise marketing strategy can the logistics department ensure the smooth logistics, make the offline logistics activities effectively undertake the direction of marketing strategy, and feedback information to realize the real-time adjustment of marketing strategy. On the other hand, as the core of enterprise market function, marketing management plays an important role in the realization of enterprise user core value and supports the operation of logistics system. Logistics plays an important role between product marketing and user demand satisfaction. Improving the level of logistics management can promote the implementation of enterprise marketing strategy. In turn, marketing strategy promotes the improvement of logistics efficiency. Therefore, the interaction and close relationship between enterprise logistics and marketing management, and it is very necessary to develop them together.

Although China has made some achievements in the coordinated development of logistics and marketing management, a more perfect mechanism is needed to improve the coordinated development of the two. Therefore, based on the Internet plus cognitive impairment, a collaborative development mechanism of logistics and marketing management is studied. Different from the traditional mechanism, this mechanism completes the functions of enterprise marketing by optimizing the functions of logistics module. Among them, the basic functions of logistics include order procedure, warehousing, inventory and transportation. First, the evaluation of order procedure, customers can order products by means of network, fax and telephone. Secondly, warehouse evaluation, which includes warehouse layout, warehouse quantity and warehouse utilization. Thirdly, the inventory evaluation is also divided into three parts: inventory capital occupancy rate, inventory turnover rate and customer order satisfaction rate. Finally, transportation evaluation, which is the most important part of logistics activities. After integrating the four logistics functions, the logistics system can be optimized, which improves the work efficiency and reduces the logistics cost. In addition, by improving these four logistics functions, the corresponding marketing objectives of the enterprise can be effectively completed and the profit can be maximized. The construction of coordinated development mechanism of logistics and marketing management is of great significance to enhance the competitiveness of enterprises and promote the stable and long-term development of enterprises.

Based on the "Internet plus" cognitive impairment, a collaborative development mechanism of logistics and marketing management was constructed, and a questionnaire was conducted to investigate employees' questionnaires, and to explore the effect of the collaborative development mechanism of logistics and marketing management, and to promote the close relationship between logistics and marketing management, and further enhance the interaction between them. So as to improve the market competitiveness of enterprises.

Research objects and methods: 280 employees, including employees and department managers, were selected as the research objects. Based on the traditional coordinated development mechanism of logistics and marketing management and the development mechanism constructed in this study, a questionnaire was compiled and distributed to the research objects to investigate the recognition of the research objects to the two development mechanisms. In the questionnaire, there are 40 questions related to each development mechanism. The score of each question is 0 - 3, and the full score is 120. The higher the score, the higher the recognition of the research object to the collaborative development mechanism.

Research design: A questionnaire was distributed to 280 subjects. The filling time of the questionnaire should not exceed 20 minutes, otherwise the questionnaire will be invalid. After collecting the